



FOR IMMEDIATE RELEASE:



THE COUNTDOWN HAS BEGUN FOR MORE
INTERPLANETARY ADVENTURES FROM BIG IDEA!

3-2-1 Penguins!®: Blast In Space!™

Arrives In stores February 28, 2009

Featuring Three All New Shows On One DVD!

FRANKLIN, TN (November 25, 2008) – All systems are GO as your favorite space-traveling penguins embark on their next intergalactic journey! From the creators of the award-winning VeggieTales® series, Big Idea, Inc., an Entertainment Rights group company, presents Zidgel, Midgele, Fidgele and Kevin in **3-2-1 Penguins!®: Blast In Space!™**. Featuring three all new episodes together on one DVD and specially priced at only \$12.99 SRP, this family friendly title arrives in Christian stores Saturday, February 28, 2009 and everywhere Tuesday, March 3, 2009. The DVD will be distributed in the CBA market through Word Distribution and in the general market through Genius Products.

3-2-1 Penguins! Blast In Space! is part of the highly successful *3-2-1 Penguins!* series, which has sold 1.5 million videos to date and has captured audiences everywhere as the No. 1 show for kids Saturday mornings on NBC. Dedicated to responding to distress calls from across the galaxy, *3-2-1 Penguins!* follows the adventures of a pair of seven-year old twins and four space-traveling penguins who learn valuable lessons based on the book of Proverbs along the way.

“The *3-2-1 Penguins!* series really resonates with young viewers as supported by its continued success on TV,” notes Greg Fritz, SVP of Marketing and Licensing for Big Idea. “We are delighted to offer these high-quality children’s shows on DVD, which are entertaining and educational for children and also reinforce positive lessons and values that parents want to teach their children.”

Blast in Space! Synopsis:

Strap in for three all new adventures with four space-traveling penguins! Add in giant ants, hula-dancing tikis and a volcano ready to blow and you’ll have a blast in space while learning valuable lessons from the book of Proverbs in patience, diligence and compassion! Featured episodes include *Wiki Tiki*, *Lazy Daze* and *Compassion Crashin’*.

Here’s what media critics are saying about the new *3-2-1 Penguins!*:

“...have no fear...the pace is quicker, the jokes comes faster, and the laughs follow right behind. Big Idea is on the right track with *Penguins!*” -- **Past The Popcorn, Gospelcom.net**

“The journeys...are funny, and the episodes are unusually well done. The mandatory adult-appeal humor rarely sails over kids’ heads, making this the rare show for very young viewers that can be enjoyed by parents and other grown-up caregivers as well.” -- **Common Sense Media**

MARKETING SUPPORT

3-2-1 Penguins! Blast In Space! is supported by a marketing and promotions campaign targeting both the Christian and general consumer markets, including: Radio giveaways and “Win It Before You Buy It” promotions, online contests and PR, national screening events at churches, retailers and in theaters, as well as indoor advertising in over 1,000 quick service restaurants.

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Bonus Features

- Fidget's Trivia Countdown
- Progression Reel
- Studio Commentary
- Video Previews
- Discussion Guide
- How to Draw
- Studio Store

About Big Idea, Inc.

Big Idea, Inc., an Entertainment Rights group company, is the leading faith-based studio and producer of children's and family programming, characters and brands. Since 1993, Big Idea's best-selling animated series *VeggieTales*® has sold 52+ million videos, 13 million books and more than 7 million CDs. *VeggieTales*® and Big Idea's newest property, *3-2-1 Penguins!*®, are in their third season as top-rated series on NBC Saturday mornings, Telemundo and ION TV via the *qubo*® children's programming block. The studio's two theatrical releases, *Jonah-A VeggieTales Movie*® (2002), and Universal Pictures' and Big Idea's *The Pirates Who Don't Do Anything™-A VeggieTales Movie*® (2008), are distinguished among the top ten most successful faith-based films of all time. Big Idea also maintains an extensive presence in publishing, licensing and live entertainment arenas. For more information on Big Idea, visit: www.bigidea.com.

3-2-1 Penguins!®: Blast In Space!

Not Rated, 66 minutes, Color, Stereo, Close-Captioned

Dolby 5.1 Surround Sound

English and Spanish subtitles

DVD UPC Code: 820413201692 \$12.99 SRP

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