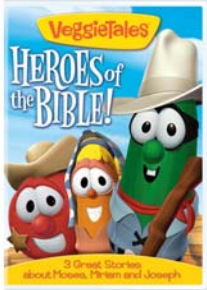




FOR IMMEDIATE RELEASE:



VeggieTales®: Heroes of the Bible— A Baby, A Quest and the Wild, Wild West

Available on DVD May 2, 2009

**90-Minute Collection Features Three Great Stories
about Heroic Bible Characters Moses, Miriam and Joseph!**

FRANKLIN, TN (February 9, 2009) – What do you get when you cross vegetables with classic Bible stories? The answer is courageous cucumbers, ambitious asparagus and heroes of epic proportions! Featuring three of their best loved, Bible-based classics, Big Idea, Inc., an Entertainment Rights group company, proudly presents **VeggieTales®: Heroes of the Bible—A Baby, A Quest and the Wild, Wild West**, a 93-minute collection of heroic stories about legendary Bible characters Moses, Miriam and Joseph all on one DVD for the first time!

VeggieTales: Heroes of the Bible releases nationwide May 2, 2009 exclusively in Christian retail stores, and includes the beloved episodes of *The Ballad of Little Joe*, *Moe and the Big Exit*, and *Baby Sitter in De-Nile*, which have collectively sold over one million units to date. With plenty of family friendly bonus features, this classic collection offers timeless lessons on following directions, facing hardship and loving your family. Exceptionally priced at \$12.99 SRP, the product will be distributed in the CBA market through Word Distribution.

“This ‘heroes’ themed collection is an extraordinary way to creatively engage and inspire a young audience with a call to heroism,” says Greg Fritz, SVP of Marketing for Big Idea. “The Veggie re-telling of these all-time Bible favorites offers compelling lessons and values to grow by that appeal to both children and to moms and dads looking for faith-friendly product to share with their families.”

MARKETING SUPPORT

VeggieTales: Heroes of the Bible—A Baby, A Quest and the Wild, Wild West DVD release is supported by an extensive marketing and advertising campaign focusing on national print, online and radio advertising, as well as grassroots church marketing to drive awareness of the new product and overall brand.

Additionally, Big Idea has partnered with the faith-based Gospel Music Channel (GMC) to present a special two-week showcase of VeggieTales, which will feature episodes of *Baby Sitter in De-Nile* and *Moe and the Big Exit*. The specials are scheduled to air multiple times from March 30 through April 10 leading up to the premiere of *An Easter Carol* during Easter weekend. Gospel Music Channel is the nation’s fastest growing television network and can be seen on numerous cable systems around the country and on DIRECTV on channel 338. Please visit <http://www.gospelmusicchannel.com> for availability and schedules in your area.

Heroes of the Bible Synopsis:

THE BALLAD OF LITTLE JOE: In this retelling of Joseph and his coat of many colors, little Joe (Larry the Cucumber) and his rootin’ tootin’ French pea brothers venture from an abandoned mineshaft to Dodgeball City – with Little Joe’s faith being tested every step of the way! It’s a Wild West yarn that teaches us to keep the faith when facing hardship because God can work all things for good!

MOE AND THE BIG EXIT: This Western version of the Exodus finds Moe (Larry the Cucumber) as a cowboy living high on the hog in Dodgeball City while his kinfolk are forced to dig the Grand Canyon. When Moe asks the heartless mayor to let his people go, he refuses and a heap of trouble comes to town. Can Moe help free his people from bondage and flee Dodgeball City once and for all? Saddle up for a Bible adventure with a lesson in following directions!

BABY SITTER IN DE-NILE: Miriam (Laura Carrot) doesn’t enjoy baby-sitting her little brother Moses but when she learns that the Egyptians want to take all the baby boys in town, she realizes she loves him too much to let him go! As she develops a clever plan to keep him safe, kids will learn a valuable lesson in loving their family.

-more-

Bonus Features

- Making a Western Moe
- Little Joe Interactive Storybook
- How to Draw Little Joe, Moe & Miriam
- Interactive Western Duds Game
- Veggie Trivia

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.

VeggieTales: Heroes of the Bible—A Baby, A Quest and the Wild, Wild West

Not Rated, 93 minutes, Color, Stereo, Close-Captioned

Dolby 5.1 Surround Sound

English and Spanish subtitles

DVD UPC Code: 820413113599 \$12.99 SRP

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