



FOR IMMEDIATE RELEASE:

## **BIG IDEA EXPANDS LICENSING PROGRAM FOR ITS BEST-SELLING *VEGGIETALES*® BRAND WITH A FRESH CROP OF LICENSEES IN KEY CATEGORIES**

**All-New Veggies Product, Including Social Expressions from Hallmark's DaySpring,  
Publishing Lines from Bendon Publishing and Home Décor from  
The Northwest Company Come to Market this Spring**

**FRANKLIN, TN (FEBRUARY 17, 2009)** Big Idea, Inc., an Entertainment Rights group company, announced today that it will expand the licensing program for its popular *VeggieTales*® brand by introducing a fresh new crop of merchandise. The Company has recently inked deals with several new licensing partners across key categories, including social expressions from **Hallmark's DaySpring** subsidiary, publishing from **Bendon Publishing** and home décor and bedding from **The Northwest Company**. The all-new *VeggieTales* products hit retail shelves in spring 2009.

These new licensees join the current roster of high profile *VeggieTales* partners, including Random House (books), Blue Box (toys), Pint Size Productions (plush), ConAgra (snack foods), and Rasta Impasta (costumes).

"As the leader in values-based entertainment, millions of families trust Big Idea to consistently deliver high-quality and engaging *VeggieTales* products, whether it's for TV, movies or merchandise," said Jenny Kaufman, Director of Licensing for Big Idea. "DaySpring, Bendon Publishing and The Northwest Company are perfect partners to help us expand our mission to deliver *VeggieTales* products that touch the lives of families and children."

### **Greetings from *VeggieTales*!**

**DaySpring** ([www.dayspring.com](http://www.dayspring.com)), a subsidiary of Hallmark and the leading manufacturer and distributor of Christian greeting cards, will develop an all-new *VeggieTales* social expressions line, which will be available at Hallmark stores this year. The first product, a *VeggieTales* Easter card, will hit shelves this spring, just in time for the holiday. Additional items include *VeggieTales* song cards, everyday and seasonal counter cards, calendars, holiday greeting cards, ornaments, partyware, gift wrap and bags.

### ***VeggieTales* Hit the Books!**

**Bendon Publishing** ([www.bendonpub.com](http://www.bendonpub.com)) will debut new *VeggieTales* coloring and activity books, sticker books and fun kits, as well as work books featuring flash cards, reward stickers and educational kits this year.

**Decorate Your Room Bob and Larry Style!**

New *VeggieTales*-themed children's room décor from **The Northwest Company** ([www.thenorthwest.com](http://www.thenorthwest.com)) will also be available at retail. The line includes an original twin-size bedding ensemble with matching rug, micro raschel throws and decorative pillows.

**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](http://www.bigidea.com).

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