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**SECOND SEASON OF "RAGGS" – THE MUSIC-AND-LITERACY-THEMED
PRESCHOOL SERIES PRESENTED BY KQED – WILL ROCK ONTO PUBLIC TV
STATIONS ACROSS THE U.S. THIS FEBRUARY**

***Just-Launched Raggs.com Website Offers Streaming Video of TV Episodes,
Free Music Video Downloads, and Hours of Interactive Fun and Learning!***

CHARLOTTE, NC, January 13, 2009 – The second season of "Raggs," the popular preschool TV series filled with tail-waggin' music, humor and positive early-learning messages, will premiere February 2 with 13 new episodes on PBS stations, it was announced by Toni Steedman, the show's creator and president of Raggs LLC. Presented by KQED San Francisco and distributed by American Public Television, "Raggs" premiered in February 2008 with 60 episodes that feature its colorful canine characters dancing and singing throughout an engaging mix of live action and animated segments.

As an extra treat for kids and parents, each month during 2009, the just-launched Raggs.com website will offer a free, exclusive download of a new "Raggs" music video from one of the '09 episodes. Raggs.com was developed by a team of international experts led by Raggs' educational advisor, Dr. Shalom Fisch, and features full-length "Raggs" TV episodes, favorite segments, and a rich array of music-and-learning-based activities themed to the show.

"In the New Year, 'Raggs' will have kids up on their feet and moving to the beat while they absorb important early-learning fundamentals," said Steedman. "Parents and teachers will love the content presented in our 13 new episodes, which creatively tackle topical subjects such as conserving water, the joy of physical activity, and discovering reading adventures in the library.

"And now, thanks to our terrific new website, children can watch their favorite 'Raggs' episodes and segments whenever they like on their home computers, and also enjoy a host of activities designed to boost their creativity and critical-thinking skills."

The 13 new "Raggs" episodes will be released between February 2 – 18, 2009. The first episode is "Working Together & Cooperation." Season 2 also introduces four original new "Raggs" concert songs: "Star Baby," "Have a Ball," "Jungle Zoo," and "The Polite Pirate," all performed live in front of an audience of 400-500 singing and dancing children. Raggs.com will offer a free month-long download of "Star Baby" in February, "Have A Ball" in March, "Jungle Zoo" in April, and "The Polite Pirate" in May.

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Noted children's media expert Dr. Shalom Fisch leads Raggs' Educational Content Team, which establishes curricular goals for each episode based around a particular early-learning topic. The "Raggs" characters – five colorful dogs who perform in a rock 'n' roll band and their wise-cracking cat Dumpster – confront and work through everyday challenges faced by young children, using creative and often humorous problem-solving techniques to reach a successful conclusion. The canine characters are Raggs, Pido, Trilby, Razzles and B. Max, who uses a wheelchair for mobility and has a sky-high imagination and a talent for innovative inventions.

Music is an integral part of the fast-paced show, providing a hook to engage young viewers as the band goes from one adventure to the next. The series' overall curricular goals include:

- Emergent literacy
- Visual arts
- Science and discovery
- Mathematics
- Social studies
- Movement, music and dance

"Raggs" airs in most major U.S. markets and is stripped daily in many top markets including Los Angeles; San Francisco/San Jose, CA; Washington, D.C.; Charlotte, NC; Kansas City, MO; and on many PBS state networks including Kentucky, South Carolina and Alabama.

About Raggs

Raggs LLC is a global intellectual property and entertainment production company founded by former advertising executive Toni Steedman. Following several years of extensive U.S. touring, 60 episodes of **Raggs** premiered on public television stations in February 2008, distributed by American Public Television and presented by KQED/San Francisco. **Raggs** can now be seen on a majority of public television stations. A minimum of 13 new **Raggs** episodes will be delivered in 2009, and new episodes will continue to be released for at least five additional years. The **Raggs** series airs internationally in 60 countries including Australia, Singapore, Ireland, South Africa and Bulgaria, and will soon debut in Israel and India. To find out more about **Raggs**, visit <http://www.raggs.com/>.

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