

DOGS RULE AS UPSTART KIDS' TV SERIES "RAGGS" LAUNCHES 2ND SEASON THIS FEBRUARY IN 80% OF U.S. MARKETS

CHARLOTTE, NC, January 28, 2009 – He's not quite a "Slumdog Millionaire," but Raggs – the tail-waggin' lead character in the eponymously-named preschool TV series, "Raggs" – is a bone-ified success in his own right. When it launched a year ago, the upbeat, music-themed half-hour series was broadcast on less than 30% of public TV stations. This February, according to "Raggs" creator and executive producer, Toni Steedman, when 13 new "Raggs" episodes premiere, they'll be seen in 80% of markets across the U.S. including KCET/Los Angeles, KQED/San Francisco, WHYY/Philadelphia, WETA/Washington, D.C. and KCPT/Kansas City.

"Raggs is an underdog with a big heart and irrepressible, can-do spirit," says Steedman. "Even in this highly competitive kids' entertainment market, 'Raggs' has amassed a huge following of loyal fans – children and parents who gravitate to the show's positive pro-social themes and use of music to convey its important messages."

After several years of performing live concerts, "Raggs" premiered on TV 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. A total of 195 episodes have been produced by Raggs LLC and Australia's Southern Star, and 26 episodes a year will premiere in the U.S. during the next five years. "Raggs" recently won a Mid-South Regional EMMY for "Best Musical Score" for its 2008 episode "Dinosaurs."

Extending the fun for fans and potential viewers everywhere, the new, highly interactive "Raggs" website (www.Raggs.com) offers streaming video of "Raggs" TV episodes along with a rich array of music-and-learning-based activities. As an extra treat, each month during 2009 the website will offer a free, exclusive download of a "Raggs" music video from one of the '09 episodes, starting with "Star Baby" in February.

The 13 "Raggs" episodes premiering in February will tackle subjects such as conserving water, the joy of physical activity, and adventures in reading. For listing information, along with teaching activities, visit www.Raggs.com.

Dr. Shalom Fisch, advisor to PBS and "Sesame Street," heads the "Raggs" educational team, which establishes curricular goals for each episode. The "Raggs" characters – five colorful dogs who perform in a rock 'n' roll band, and their wise-cracking cat, Dumpster – are Raggs, Pido, Trilby, Razzles and B. Max.

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