



FOR IMMEDIATE RELEASE:



BIG IDEA'S VEGGIETALES TO LAUNCH ON NBC, TELEMUNDO AND THE i NETWORK THIS SEPTEMBER



Programming Line-Up Also Includes
Big Idea's 3-2-1 Penguins! and
LarryBoy Adventures

Franklin, TN (August 24, 2006) – Big Idea's VeggieTales, the most recognized kids faith and values-based property in the U.S., will launch this fall in a regular time slot on NBC, Telemundo and the i network as part of the new qubo programming block. Along with VeggieTales, the programming block will also include Big Idea's 3-2-1 Penguins! and its 2D LarryBoy Adventures. The launch marks the national television debut for the Big Idea properties, which have sold over 52 million videos since the company began in 1993.

In addition to the English language broadcast on NBC and the i network (formerly PAX), VeggieTales, 3-2-1 Penguins! and the LarryBoy Adventures will also debut in Spanish this September on Telemundo. Big Idea will support the Spanish launch of the properties by releasing two of its VeggieTales DVDs, *Gideon: Tuba Warrior* and *Minnesota Cuke and the Search For Samson's Hairbrush* in Spanish nationally on DVD November 7.

VeggieTales creator Phil Vischer is producing the 30-minute VeggieTales TV episodes, which have been tailored to meet NBC's programming guidelines as well as national educational and informational (E/I) standards for children's programming. "I am very excited for the opportunity to bring Bob, Larry and their veggie friends to national TV," states Vischer. "VeggieTales helps kids learn life-changing lessons in a delightfully wacky way. The positive messages of the stories can now reach a wider audience and, in doing so, affect a new generation of children."

"This is a milestone for kids and families looking for children's programming with a positive message," says Terry Pefanis, Big Idea's COO. "VeggieTales, Penguins and LarryBoy are stories that kids love and entertainment parents trust. We are grateful for the opportunity to bring these shows to an even larger audience."

The Big Idea programming is coming to television as part of "qubo," a new children's programming venture from ION Media Networks, NBC Universal, Scholastic, Classic Media/Big Idea and Corus Entertainment's Nelvana. The qubo initiative champions literacy and positive values through entertainment and represents an alliance of leading distribution and content providers in children's television.

The Big Idea programming will premiere on NBC and Telemundo on Saturday morning (September 9) and the i network on Friday afternoon (September 15).

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The Big Idea programming schedule is as follows:

NBC Saturday Morning (premieres September 9, 2006)

10:00 a.m. VeggieTales

11:00 a.m. VeggieTales Presents: 3-2-1 Penguins!/Larry Boy Adventures (alternating stories)

Telemundo Saturday (premieres September 9, 2006)

8:00 a.m. VeggieTales

9:00 a.m. VeggieTales Presents: 3-2-1 Penguins!/Larry Boy Adventures (alternating stories)

i network – Friday Afternoon (premieres September 15, 2006)

3:00 p.m. VeggieTales

4:00 p.m. VeggieTales Presents: 3-2-1 Penguins!/Larry Boy Adventures (alternating stories)

About NBC Universal

NBC Television Network and Telemundo are units of NBC Universal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBC Universal is 80%-owned by General Electric and 20%-owned by Vivendi Universal.

About ION Media Networks

ION Media Networks, Inc. (AMEX: ION) owns and operates the nation's largest broadcast television station group and the i network, reaching approximately 92 million U.S. television households via its nationwide broadcast television, cable and satellite distribution systems. For more information, please visit www.ionmedia.tv.

About Big Idea

Big Idea, Inc., a subsidiary of Classic Media, is committed to providing entertaining stories that help parents teach children important life lessons in a delightfully wacky way. Big Idea is best known for its award-winning VeggieTales animated series, which has sold over 50 million videos and seven million albums of chart-topping audio since 1993. In addition to extending the property into licensing, publishing and live entertainment arenas, the company released its first-ever feature film, *Jonah – A VeggieTales Movie*, in 2002. Big Idea is currently in production on its second feature film, *The Pirates Who Don't Do Anything - A VeggieTales Movie*, to be released by Universal Studios in Spring 2008. Big Idea is recognized as the leading producer and creator of values-based product reflecting a Judeo-Christian worldview in the family entertainment industry. For more information on Big Idea, visit www.bigidea.com.

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