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**TYSTOYBOX.COM HELPS MAKE SCIENCE FUN WITH LAUNCH OF
SID THE SCIENCE KID™ ONLINE STORE**

ERLANGER, KY – TysToyBox.com (www.tystoybox.com), a Brand Performance company, announced today that it will launch the online store for the PBS KIDS®' popular preschool television series *Sid the Science Kid* on July 1. The online store will initially carry "print on demand" apparel, as well as other licensed product, beginning with DVDs of the show's first season.

Through the agreement with The Jim Henson Company, Ty's Toy Box will offer its "print on demand" apparel program, where customers can personalize t-shirts, sweatshirts and hoodies, featuring Sid, the "inquisitive youngster," his classmates Gabriela, Gerald, and May, Teacher Susie, and Sid's family members – mother Alice, father Mort, Grandma, and baby brother Zeke.

"*Sid the Science Kid* is not only a hit with preschoolers, but also with parents who want to foster their children's curiosity about the world around them," said Ty Simpson, CEO of Brand Performance, parent company for Ty's Toy Box. "Ty's Toy Box is pleased to be the exclusive online destination for *Sid the Science Kid* licensed character merchandise, and we look forward to growing the line throughout the summer and fall with plush products and other great items."

With questions like "Why does my stomach growl?" and "What is a cloud made of?" *Sid the Science Kid* answers the burning questions that most preschoolers ponder. Co-produced by The Jim Henson Company and PBS affiliate KCET/Los Angeles, *Sid the Science Kid* uses humor and music to guide children as they discover that science is all around them. A robust Web site featuring free games, resources and activities for families and educators to extend the learning experience is available at www.pbskids.org/sid. *Sid the Science Kid* premiered on PBS KIDS in September, 2008.

About Ty's Toy Box, LLC

Ty's Toy Box, LLC (www.TysToyBox.com) is a leading multi-channel e-tailer of licensed character brands, specializing in the creation, management, marketing and fulfillment of comprehensive, dedicated marketplaces that carry the full breadth of officially licensed product

available for each brand. One of the Brand Performance companies, TysToyBox.com has been responsible for launching breakthrough entertainment brands and cultural favorite classic characters online via its toy and merchandise stores, becoming a leading e-tail destination for character fans worldwide. Currently, TysToyBox.com features such popular brands as Yo Gabba Gabba™, Super Why!™, Curious George™, Wow Wow Wubbzy™, Care Bears™, Ben 10™, Barney™, Caillou™, Max & Ruby™ and others. For more information, visit the corporate site at www.BrandPerformance.com.

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The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train," "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company's Henson Alternative brand has recently announced the national tour of "Stuffed and Unstrung," a live puppet improvisational show named one of the top 10 "Best Stage Shows of 2010" by *Entertainment Weekly*.

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