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**"RAGGS" – THE NEW SHINING STARS IN THE PRESCHOOL UNIVERSE – WILL BE  
BOW-WOWING PRESCHOOLERS ACROSS THE U.S. THIS FALL AND WINTER WITH  
LIVE EVENTS, NEW TV EPISODES, AN INTERACTIVE WEBSITE – AND MORE!**

CHARLOTTE, NC, June 10, 2008 – "Raggs," the effervescent canine kids' band which boasts a global following thanks to their tail-waggin' music and positive early-learning messages, will be bow-WOWing up a storm this fall and winter with a comprehensive brand program aimed at increasing awareness among U.S. audiences. Making the announcement was Toni Steedman, creator of "Raggs" and president of Raggs LLC.

After several years of extensive touring, TV pre-testing in select U.S. markets, successful U.S. CD/DVD sales, online word-of-mouth, and a strong international broadcast release, "Raggs" premiered on U.S. public television stations nationwide in February 2008. The show's phenomenal connection with its audience is already generating huge grassroots excitement as well as attracting premium partners, with Raggs LLC just announcing a major multi-year licensing partnership with the hot toy company, Zizzle. First products are planned for launch in fall 2009.

"We've created 'Raggs' to deliver boundless fun while also conveying core themes that are crucial during a young child's development," said Steedman. "A love of learning, literacy, kindness to others, and the joy of movement and singing are central elements in our brand, and kids on four continents are embracing 'Raggs' in increasing numbers! We'll be ramping up the excitement for U.S. families this fall and winter with initiatives that include added broadcast exposure, a fantastic new interactive website, and coast-to-coast touring."

Commencing in late summer, the multi-platform fall '08/winter '09 campaign will include:

- An 80-city "Raggs LIVE! Dance Party" tour, with 25 cities already set for fall '08 and more to be announced for 2009;
- The launch of a new, highly-engaging "Raggs" website;
- The premiere of 26 new episodes on public television (and each season thereafter for five years);
- Additional live events, retail exposure and more!

"Raggs LIVE! Dance Party" Tour Has Kids Dancing in their Seats!

Kicking-off in Charlotte, North Carolina on Saturday, August 23, the fall tour schedule includes 40+ performances in the eastern U.S., with additional west coast dates planned for winter '09. The interactive, 90-minute rockin' dance party will feature the colorful cast from the "Raggs" public TV series - Raggs, Trilby, Pido, B. Max and Razzles – performing a dozen of their hit songs including: "What's the Dealio," "Stand Back, Brain Attack" and "Pawsuuup!" Kids' favorite wise-cracking cat, Dumpster, will also make an appearance.

### "Raggs" Series a Doggone Hit on U.S. Public Television and Internationally

Premiering nationally on public television in February 2008 with 60 half-hour episodes, the "Raggs" series – a co-production of Raggs LLC and Southern Star International – can now be seen in 50% of U.S. households. More stations are expected to add the show this fall in response to strong consumer demand and high ratings. Along with positive word-of-mouth from fans, the series' popularity has been fueled by soaring online viewership, and this fall "Raggs" episodes will be streamed on the brand's new website, which is currently under development (see below).

Sixty half hour episodes debuted in 2008 and 26 new "Raggs" episodes will be delivered to public TV stations via distributor American Public Television in early '09, featuring adorable interviews between Dumpster the cat and "real life" kids chosen from around the U.S. Raggs LLC will announce details about national auditions for the Dumpster segments later this year.

With an astounding library of 195 half-hour episodes and over 200 original songs produced within the past three years, "Raggs" is also a sizeable hit internationally. Currently, the series airs in Australia, Singapore, Ireland, South Africa and Bulgaria, and will soon premiere in Israel and India.

### Fun for Kids and Families: New <http://www.raggs.com/> Website Launching this Fall

Raggs.com will re-launch in fall '08 as a totally new, state-of-the art streaming website loaded with immersive activities that extend the fun and learning content of the series. Currently, kids can visit the "Raggs" site to listen to music, play a few games, download activities, and find out more about the characters. Parents/caregivers can go to the site for tour information and products, and teachers and public television stations can access the site for educational materials. The new Raggs.com website will feature all this – and much more! – including approximately 20 full-half hour episodes from the hit public TV series.

### "Raggs" Flying High this 4<sup>th</sup> of July

Raggs LLC has recently inked a deal with Starbound Entertainment, creators of giant parade balloons. At press time, a giant "Raggs" inflatable balloon was scheduled to debut on July 4th at America's Independence Day Parade in Washington, DC.

### "Raggs" on Ty's Toy Box

Beginning in July, "Raggs" plush toys, CDs, DVDs, and custom t-shirts will be available on major online retailer Ty's Toy Box, and the brand will be a prominently featured on their homepage.

Stay tuned for more exciting "Raggs" news in the months to come!

### About "Raggs" and Raggs LLC, Charlotte, NC

Raggs LLC is a global intellectual property and entertainment production company founded by former advertising exec Toni Steedman in 2001. The Raggs character was created by Steedman and her then seven-year-old daughter, Alison, in 1989 as a series of carpool stories. Steedman later further developed the adventurous rock 'n' roll-loving dog into a concept for live touring and mall-based community programs. In 2005, Raggs LLC joined with Southern Star International in Sydney, Australia, to co-produce and distribute a "Raggs" educational television series based on the characters in The Raggs Band (aka The Raggs Kids Club Band). Driven by overseas demand for the series, Raggs and Southern Star have been in almost continuous production for three years and completed an astonishing inventory of 195 episodes, which are now airing in the US on public television and internationally including Australia, Singapore, Ireland, South Africa and soon to air in Israel and India. To find out more about "Raggs," visit <http://www.raggs.com/>.