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NEWS RELEASE

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WGBH BOSTON VIDEO TO REPRESENT WORLDWIDE DISTRIBUTION OF *THE SHUSHYBYE DREAM BAND LIVE ON TOUR* LIVE ACTION-ANIMATION PRESCHOOL CONCERT DVD

Children's Title Features Original *SHUSHYBYE* Songs
Performed By *The Shushybye Dream Band* And Animated Appearances By
Shushie Characters SNOOZLES, DOZIE And ZEEZ

FOR IMMEDIATE RELEASE:

Boston, MA (April, 11, 2005) – WGBH Boston Video, a recognized leader in the distribution of quality home entertainment for children and families, has signed with Los Angeles-based The Shushybye Company to represent the worldwide home entertainment distribution of *THE SHUSHYBYE DREAM BAND LIVE ON TOUR*, the debut DVD based on the new *SHUSHYBYE* preschool entertainment brand.

WGBH Boston Video has set a pre-book date of June 28, 2005, and a street date of August 2, 2005 for the retail launch of the 50-minute DVD, which will carry an SRP of \$14.95. The DVD will be presented in 5.1 surround.

A fun and music-filled concert DVD that combines live action and animation, *THE SHUSHYBYE DREAM BAND LIVE ON TOUR* presents *SHUSHYBYE* singers Michael North and Randi Soyland backed by the 5-piece *SHUSHYBYE Dream Band* performing 20 original *SHUSHYBYE* songs along with onstage costume character appearances by lead *Shushies* SNOOZLES, DOZIE, ZEEZ, CONDUCTOR MCCLOUD and the SHUSHYBYE KING. The DVD will also feature animated segments of the Shushies dancing in Pillow Park, Snoozles in Nap Valley, Conductor McCloud driving the *Shushybye Train* and more. Producing the animated segments is noted CGI animation studio Colorland.

The release of the *SHUSHYBYE DREAM BAND LIVE ON TOUR* DVD will be followed by a multi-city *SHUSHYBYE Dream Band* concert tour that will travel to New York, Long Island, Chicago, Philadelphia, Boston, Dallas, Minneapolis, Tulsa, Phoenix, Denver, San Diego and Los Angeles, among other markets nationwide.

(more)

“We are delighted to handle worldwide DVD distribution of *THE SHUSHYBYE DREAM BAND LIVE ON TOUR*,” said David Bernstein, Vice President and General Manager of WGBH Enterprises, which encompasses WGBH Boston Video. “A must-have for preschool families, the *SHUSHYBYE DREAM BAND* DVD is a highly imaginative, fun and musical family entertainment experience that features costume characters SNOOZLES, DOZIE and ZEEZ interacting with the band and the audience and wonderfully produced animated segments featuring the main *Shushie* characters. At the heart of the concert event DVD are the original *SHUSHYBYE* songs, which critics have hailed as top-notch rock ‘n roll that appeals to both parents and children alike.”

“We are extremely pleased to join with preeminent DVD distributor WGBH Boston Video for *THE SHUSHYBYE DREAM BAND LIVE ON TOUR*. WGBH Boston Video is recognized throughout the global home entertainment industry for its commitment to providing retailers with the highest possible quality entertainment and marketing support,” said Steve Syatt, *SHUSHYBYE* creator, author and songwriter.

SHUSHYBYE is a new entertainment property for preschoolers and a lifestyle brand for parents, created to help them prepare their children for sleep with a fun and interactive nightly ritual that includes story books, music, toys, pajama/apparel and bedding accessories such as *SHUSHYBYE*-themed blankets, sheets and pillow cases. Living in such *SHUSHYBYE* villages as Nap Valley, Snore Shore, Yawn Island and Slumber Heights, the Shushies – led by SNOOZLES, DOZIE and ZEEZ – make dreams for children, then place their finished dreams in Dream Boxes which are delivered by Conductor McCloud and the Shushybye Train to children as they fall asleep. Besides creating children’s nightly dreams together with his Shushie friends DOZIE and ZEEZ, SNOOZLES also serves as the Dream Ambassador for the preschool set, sharing with children just how wonderful sleep-time can really be.

Executive Producer of *THE SHUSHYBYE DREAM BAND LIVE ON TOUR* is Steve Syatt. Producer of the DVD is David Corbett. Music Director is Gerald O’Brien. *SHUSHYBYE* is a property of Encino, Calif.-based The Shushybye Company.

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