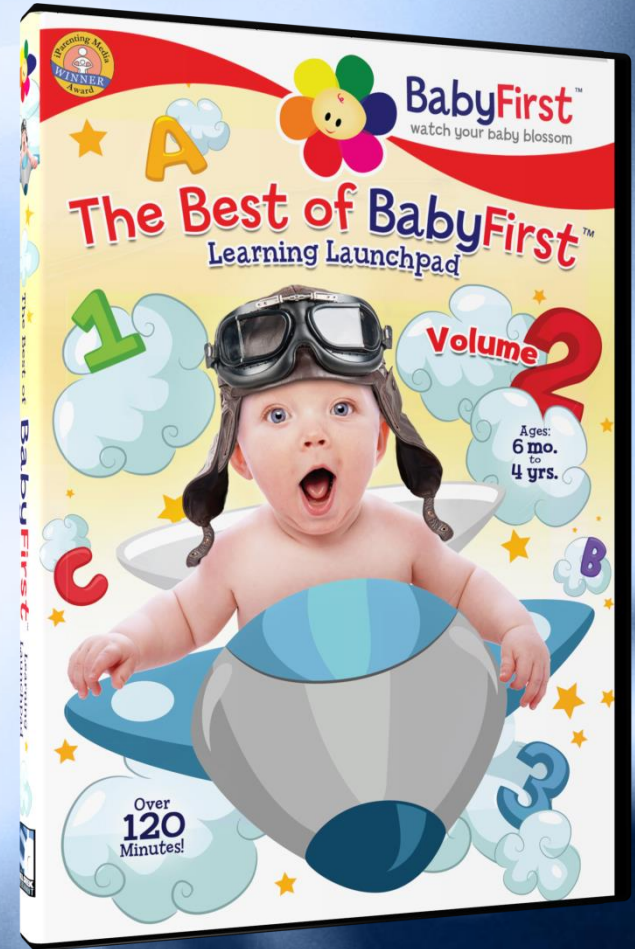


BEST OF BABY FIRST: LEARNING LAUNCHPAD

Fun never ends with your favorite BabyFirst friends!

Explore the wonderful world of imagination and discovery with *The Best of BabyFirst!* Watch the adorable characters from your favorite BabyFirst TV programs introduce little ones to the basic building blocks of learning through silly sounds and playful puzzlers. Specifically designed for growing minds and budding senses this collection of engaging programs encourages young viewers to use their imagination and problem solving skills in unique and non-verbal ways. From learning new words and concepts with **Harry The Bunny** to identifying sounds with **Tillie Knock Knock**, this hand-picked selection of characters is a play date full of fun and adventure. Enjoy bubbles of fun with **Bloop and Loop** as they discover the diversity of shapes. Find **P-Boo** as he hides onscreen to teach the prepositions of behind and under and meet the **Color Crew**, a lively bunch of crayons who love to explore as they identify the colors around them. Plus so much more to keep you and your little ones playing, laughing and learning!

- Mill Creek’s BabyFirst DVDs have sold over 80K units
- BabyFirst TV is a well-known, trusted brand built through it’s TV programming on the Top 5 US Cable and Satellite Operators, Website and Apps
 - In over 41 Million US homes (Comcast, DirectTV, Dish Network, AT&T Uverse and Rogers in Canada)
 - 40 mobile/tablet apps with over 5 million downloads
 - # 1 in Daily Viewing Time, ahead of Hallmark, Lifetime, Oxygen, Bravo, E!, etc.
 - # 2 in Ratings for HH with Children 0-3
- Harry the Bunny is one of the most popular BabyFirst Characters
 - Games, Apps & Merchandise are available featuring this lovable bunny
- Created by an extensive network of renowned authorities in early childhood education and psychology
- Award Winning Programming
 - Parents’ Choice Award, Iparenting Media Award - “Greatest Product of the Year”
 - Creative Child Magazine Award - “Media of the Year”, US International Film and Video - “Gold Camera” award for outstanding educational programming for children



TITLE	UPC	Item #	Genre	SRP	Cost	# Disc
BEST OF BABY FIRST: LEARNING LAUNCH PAD	683904532824	53282	Kids	9.98		1