



RWS & ASSOCIATES ENTERTAINMENT, INC. AND BIG TENT ENTERTAINMENT TO BRING ALL NEW DISCOVERY KIDS LIVE STAGE SHOWS TO THEME PARKS ACROSS THE U.S.

FOR IMMEDIATE RELEASE:

NEW YORK, NY, October 29, 2009 - Big Tent Entertainment, LLC and Emmy Award-Winning entertainment firm RWS & Associates Entertainment Inc., have announced an agreement to bring the Discovery Kids brand, from Discovery Communications, Inc., to the stage in theme parks across the U.S. through all new live stage shows. The shows are currently in development for availability in summer 2010. The deal is U.S. based only.

These live stage shows will be approximately 15 minutes in length and will be held at amusement parks across the country. The scripted programs will be centered on concepts integral to the Discovery Kids brand such as "going green," taking care of the earth, elements in nature and the solar system and will include costumed talent.

"This agreement is a fantastic opportunity to further our mission of making entertainment and live shows the main attraction at theme parks through the quality of the Discovery Kids brand," said Ryan Stana, Executive Producer of RWS and Associates Entertainment Inc.

Rich Collins, Chief Executive Officer of Big Tent Entertainment added, "We look forward to bringing the learning, exploration and adventure themes synonymous with Discovery Kids to life for children and their families at theme parks nationwide."

For more information on how to bring this award winning property to your venue or to learn more about RWS, visit www.rwsandassociates.com

ABOUT RWS & ASSOCIATES

Emmy Award-Winning, New York City-based RWS & Associates Entertainment Inc. (Ryan Stana, Executive Producer) is a full service entertainment firm that provides high quality custom-designed and pre-packaged entertainment throughout the world. RWS is dedicated to superior entertainment that excites and delights everyone. RWS' performers, directors, choreographers, orchestrators, casting directors, lighting and scenic designers come directly from the Broadway stage. This allows RWS to create award-winning entertainment events and live shows for corporations, theme parks, cruise ships, resorts, shopping centers, and conventions, as well as live and taped programs for television. The RWS creative staff prides itself on being attentive to every detail and exceeding the highest standards. The result is an event or show that precisely hits the target audience while translating revenue directly to your bottom line.

ABOUT BIG TENT ENTERTAINMENT LLC

Big Tent Entertainment, LLC (www.bigtent.tv) is an entertainment company specializing in the integrated development and management of media brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. Big Tent currently serves as the worldwide (ex Asia) marketing and licensing company for viral sensation Domo and the North American agency of record for a number of children's properties including: Discovery Kids, the leader in educational content for

children; The Wiggles, the world's most popular pre-school entertainers; and Miffy & Friends, one of the largest brands for infants, toddlers, and preschoolers with an all-new tween/teen program. Additionally, Big Tent serves as the U.S. licensing agent for the Crusty Demons, the masters of freestyle motocross; The Saddle Club, the world's most popular series about girls and horses; TOKYOPOP, the world-renowned manga publisher and global pop culture brand; and most recently the NBC Universal-owned Telemundo, a leading producer of high-quality content for Hispanics in the U.S. and audiences around the world.

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