



**WGBH BOSTON AND STUDIO B PRODUCTIONS NAME  
LINDBERG LICENSING & PROMOTIONS, INC. EXCLUSIVE  
NORTH AMERICAN LICENSING AGENT FOR *MARTHA SPEAKS*™**

**BOSTON, MA and VANCOUVER BC May 22, 2008** – Lindberg Licensing & Promotions, Inc. has been named the exclusive licensing agency for *Martha Speaks*™ by WGBH Boston and Studio B Productions Inc., a subsidiary of DHX Media, Ltd.

Lindberg Licensing & Promotions will develop the *Martha Speaks* licensing and merchandising program in North America, targeting kids 4 to 8 years old, across key categories including: toys, interactive, apparel, accessories and more. The initial rollout of the merchandise program is anticipated for Fall 2009. In addition, Lindberg Licensing & Promotions will bring *Martha Speaks* to the 2008 Licensing International Expo, taking place June 10-12 at the Jacob Javits Convention Center in New York City and will be located in booth 4187.

“We’re thrilled to bring *Martha Speaks* to public television, and to work with Studio B and Lindberg Licensing to further extend kids’ experience of Martha in fun and innovative ways,” says Carol Greenwald, executive producer of the television series for WGBH.

Adds Erica Lindberg Gourd, principal at LLP, “Lindberg Licensing is honored to team up with two companies of such high caliber as WGBH and Studio B, because *Martha Speaks* is irresistible! We can’t wait to find licensing partners who share our enthusiasm and vision for this charming children’s property.”

A Studio B and WGBH Boston co-production, *Martha Speaks* will launch on September 1, 2008 in the U.S. and Canada on PBS KIDS, TV Ontario, Knowledge Network and SCN. Based on the best-selling books by Susan Meddaugh, the series follows the adventures of Martha, a loveable dog whose appetite for alphabet soup gives her the gift of human speech. Using her speaking abilities, Martha gets jobs, foils bad guys, wins contests, runs for office and orders lots of steaks! A dog’s breakfast of messes and hilarious entanglements ensue for Martha, her family and the unsuspecting people of her town who make up the comic heart of the series.

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"The *Martha Speaks* partnership with WGBH has been fantastic so far, and with Lindberg Licensing on board, it makes for a very exciting venture. We hope to open kids' hearts to Martha and her love of letters and language," says Chris Bartleman, executive producer and one of the founding partners of Studio B.

First published in 1992 by Houghton Mifflin, the *Martha Speaks* series of six books has sold over a million copies to date, and has been translated into several languages, including Spanish, French, Japanese and Greek. The books have garnered numerous awards, including the New York Times Best Illustrated Book of the Year, IRA-CBC Children's Choice, and the Parent's Choice Award, and was selected as "Best Book of the Year" by the *American Library Association's Booklist*, *Parent's Magazine*, *The Horn Book Magazine* and *The Bulletin of the Center for Children's Books*.

#### **About Lindberg Licensing & Promotions, Inc.**

Lindberg Licensing & Promotions, Inc. (LL&P), founded in 1989, specializes in the licensing, promotion and development of entertainment properties. Headed by Erica Lindberg Gourd, LL&P continues to set a standard for extremely successful licensing programs in America and abroad. Past clients include: Marc Brown's "Arthur™"; Martin Handford's "Where's Waldo?"; Jim Henson's "Kermit"; Michael Bond's "Paddington Bear"; as well as WGBH/Sirius Thinking's "Between the Lions™". For more information, visit [www.lindberglicensing.com](http://www.lindberglicensing.com).

#### **About WGBH Boston**

WGBH Boston is America's pre-eminent public broadcasting station, producing one-third of PBS's primetime lineup – more than any other single production house. WGBH is the creator of the award-winning PBS children's series *Arthur*, *Between the Lions*, *Postcards from Buster*, and *ZOOM*, as well as the critically acclaimed new favorites, *Curious George* and *FETCH! with Ruff Ruffman*. WGBH also produces the award-winning *Peep and the Big Wide World* (seen on TLC's Ready Set Learn!, Discovery Kids, and public television), and *Time Warp Trio* (seen on the Discovery Kids Channel). WGBH's children's series have been recognized with some of the world's most prestigious awards, including 14 Emmys, the George Foster Peabody Award, three Prix Jeunesse awards, a BAFTA, and more than a dozen Parents' Choice Awards. For more information, visit [www.wgbh.org](http://www.wgbh.org).

#### **About Studio B Productions Inc.**

Headquartered in Vancouver, B.C., Canada, Studio B Productions Inc., a production subsidiary of DHX Media Ltd., is a leader in the field of kids' entertainment. Studio B is the producer of popular and award-winning properties such as *Ricky Sprocket – Showbiz Boy* (seen on TELETOON and Nickelodeon worldwide), *Being Ian™*, *The Amazing Adrenalini Brothers*, *Class of the Titans™* and *George of the Jungle*, a co-production with Classic Media and seen on Cartoon Network U.S. In addition to *Martha Speaks*, Studio B will launch *Kid vs. Kat* in 2008, an original series with YTV and Jetix Europe. For more information, please visit [www.studiobproductions.com](http://www.studiobproductions.com).

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