



FOR IMMEDIATE RELEASE:

VEGGIETALES GETS WACKY!

Big Idea Entertainment And Wacky Wallscapes Sign Exclusive License Agreement

FRANKLIN, TN (July 5, 2011) -- Big Idea Entertainment, a leading studio and producer of children's and family programming, characters and brands, announced today that they have signed an exclusive licensing deal with **Wacky Wallscapes**, an industry leader in high quality custom children's wall coverings, to bring the popular *VeggieTales* characters to a wall near you beginning early this fall.

Wacky Wallscapes creates fun, exciting, high quality and durable wall coverings, wallpaper and murals for children's bedrooms and areas in churches, daycare facilities, schools, medical offices and hospitals. Under this new deal, the Company will offer full size *VeggieTales* characters including Larry the Cucumber, Bob the Tomato, Junior Asparagus, Pa Grape and more along with a complete library of themed background scenes. Wacky Wallscapes images can be sized into custom floor-to-ceiling murals to fit any space.

"Our customers love to create exciting themed environments for children in their places of business and community centers," said Fred Hemmer President, Wacky Wallscapes. "We are sure they will enjoy adding *VeggieTales* to their design plans."

"The Wacky Wallscapes murals will give fans and families the experience of being surrounded by some of their favorite *VeggieTales* characters," said Brian Mitchell, Director of Marketing and Licensing for Big Idea Entertainment. "We're honored to partner with such a creative team that holds the same passion to influence children with a positive message."

Wacky Wallscapes can currently be found in Life Church and its satellite campuses, Genoa Baptist Church, Westerville, OH, Beaverton Foursquare Church, Beaverton, OR, The City Church and its satellite campuses, Kirkland, WA, and in Shriner's Hospitals, Tampa, FL and Spokane WA. They are also on the preferred vendor list for HCA healthcare hospitals.

About Big Idea Entertainment

Big Idea Entertainment is a leading studio and producer of children's and family programming, characters and brands. Big Idea's best-selling animated series *VeggieTales*® is the #1 animated home video animated series in the US with moms of pre-schoolers*. Since 1993, *VeggieTales*® has sold 54+ million videos, 13 million books and more than 7 million CDs. *VeggieTales*® and Big Idea's property, *3-2-1 Penguins!*®, enjoyed four seasons as top-rated series on NBC Saturday mornings, Telemundo and ION TV via the *qubo*® children's programming block. The studio's two theatrical releases, *Jonah-A VeggieTales Movie*® (2002), and Universal Pictures' and Big Idea's *The Pirates Who Don't Do Anything*®-A *VeggieTales Movie*® (2008), are distinguished among the top ten most successful faith-based films of all time. Big Idea also maintains an extensive presence in publishing, licensing and live entertainment arenas. For more information on Big Idea, visit: www.veggietales.com.

*Spring 2010 Q-Score

About Wacky Wallscapes

Wacky Wallscapes is an original leader in high quality custom children's wall coverings featuring thousands of full-color cartoon animated images. Wacky Wallscapes murals are scalable to just about any size and are delivered on laminated Class A Type II commercial grade vinyl wall covering. From scores of individual characters and background scenes, Wacky Wallscapes images can be created into custom floor-to-ceiling murals www.wackywallscapes.com.

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