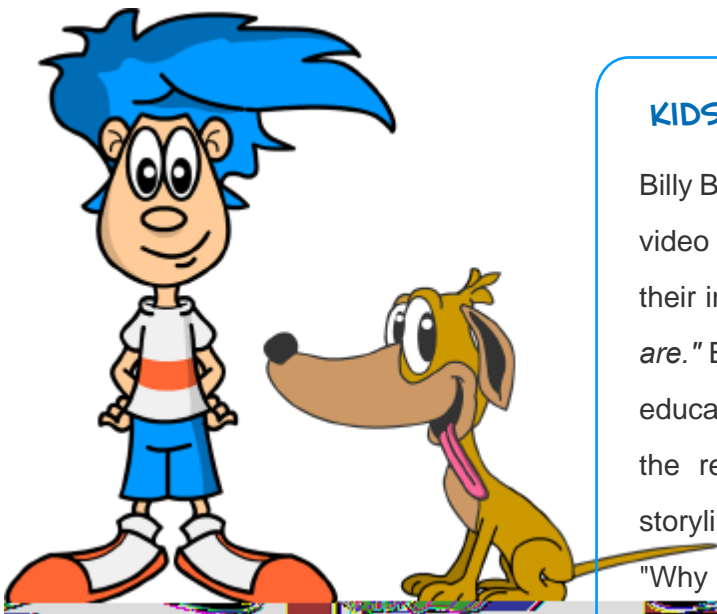


BILLY BLUE HAIR

THE EDUCATIONAL SERIES THAT SPEAKS DIRECTLY TO YOUR CHILD

BILLY SAYS YOUR CHILDS NAME IN THE DVD!



KIDS LEARN WHY THINGS ARE THE WAY THEY ARE

Billy Blue Hair™ is an award-winning, animated and live-action video series that encourages kids ages three and up to use their imaginations to understand "why things are the way they are." Billy, a hip and cool character, is the children's guide and educator as they discover fun and quirky facts about things in the real world. Driven by an adventurous and humorous storyline, Billy interacts with the audience by asking questions, "Why do zebras have stripes?" and "Why are fire hydrants different colors?" To help answer these questions, animation is used within the live-action video to create a visual reference.

Billy asks the viewer, "Did you know a bison weighs as much as a car?" POOF! An animated car appears next to the bison. "Did you know a giraffe is as tall as three grown men standing on top of each other?" POOF! Three animated men appear standing on top of each other next to the giraffe. Our animations will encourage kids to use their own "visual imaginations" to understand "why things are the way they are".

IMPROVED LEARNING

WE'VE TAKEN EDUCATIONAL CONTENT TO THE NEXT LEVEL BY INCLUDING A CHILD'S SPOKEN NAME WITHIN THE DVD - GUARANTEED TO INCREASE ENGAGEMENT AND INTEREST. STUDIES HAVE SHOWN THAT IF YOU CAN HOLD THE ATTENTION OF A CHILD, YOU CAN EDUCATE.*

* Malcolm Gladwell, *The Tipping Point* (New York: Hachette Book Group, © 2000) PP 100-102)



2006 iParenting Media Award – Best of the Best
 2006 Official Selection Kid's First Video Festival
 2005 Bronze Telly Award: Children's Category
 2005 Bronze Telly Award: Education Category

REVIEWS

SCHOOL LIBRARY JOURNAL



K-Gr 5—When viewers are first introduced to Billy Blue Hair and his dog Doogie, the pair are playing fetch in their animated world. Billy is a preteen boy who wears a t-shirt, shorts, and tennis shoes and has a healthy head of blue hair. When the ball goes into the high grasses, Doogie follows. When Doogie doesn't return, Billy goes after him

and finds himself in a live-action world filled with wondrous animals. During his quest to find Doogie, Billy comes across the American bison, siamong ape, red ruffed lemur monkey, giraffes, zebras, and lions. Billy offers facts about the animals, such as the environment they live in, eating habits, and general information about size and stature. Definitions of unfamiliar terms are woven seamlessly into the narration. For example, "zebras are herbivores, which means they mainly eat grasses." Fun facts are reinforced with the inclusion of animated figures within the live-action footage. When a question such as, "Did you know that a giraffe is as tall as three grown men standing on top of each other?" is posed, three animated men standing on top of one another appear for a brief time next to the giraffe. With great production values, a wealth of interesting facts, and a likeable guide, this first episode in the series is a must-have for every collection serving young children.

- Veronica Schwartz, Des Plaines (IL) Public Library -- 10/3/2005



BOOKLIST

Booklist

Smart, playful Billy, an animated preteen with a wacky blue hairdo, hosts this program that asks, "Why are things the way they are?" While playing fetch, Billy pursues his dog Doogie into the tall grass, where he discovers an amazing live-action world. Superimposed against live footage, Billy finds and identifies six animals, including a lemur, bison, and giraffe. Looking directly at the camera, he poses questions, provides unusual animal behavior and habitat facts, and effortlessly defines terms. This information is reinforced with humorous clips, such as a visual of three animated men stacked vertically to demonstrate agiraffe's height. When Billy finally finds Doogie in the tall grass, they backtrack to their animated world. This leisurely paced, informative DVD featuring an amiable guide is an engaging presentation of cool animal facts.

— Abby Alpert, February 2006

WHAT DO PARENTS THINK?

"IF YOU'RE LOOKING FOR A FUN VIDEO THAT TEACHES YOUR KIDS SOMETHING TOO, THIS IS YOUR TICKET! WHAT CHILD DOESN'T WANT TO LEARN ABOUT ANIMALS, ESPECIALLY WHEN THEIR BEING SPOKEN TO PERSONALLY?"

- ONE CHIC MAMA REVIEWS

"JACK WAS COMPLETELY HOOKED. HE STAYED EYES GLUED TO THE SCREEN UNTIL THE CREDITS ROLLED....HE ASKED ME IF HE COULD SEE 'HIS' MOVIE AGAIN!"

- CHEFDUK REVIEWS

"EVERY TIME BILLY SAID HIS NAME, MY SON GIGGLED AND SAID, "HOW DOES HE KNOW THAT?"

- SUSIEJ REVIEWS

"HE WAS FASCINATED BY THE ANIMALS AND DEFINITELY GLAD THAT BILLY KEPT SAYING HIS NAME"

- A SPECTRUM OF REVIEWS

"OUR COPY WAS PERSONALIZED FOR MY SON, DYLAN, AND HE COULDN'T HAVE BEEN MORE SUPRISED AND EXCITED WHEN BILLY FIRST SAID HIS NAME"

- ONE CHIC MAMA REVIEWS



PRESS KIT



PRODUCTS

WHY DO GIRAFFES HAVE LONG NECKS?



In this episode, Billy Blue Hair loses his dog Doogie. As Billy searches for Doogie within the live-action video, Billy discovers fun and quirky facts about animals, including, bison, siamang apes, lemurs, zebras, giraffes and lions. "Why do zebras have stripes?", "Why do bison have fur coats?" and "Why do giraffes have long necks?" are just a few of the many questions that are answered during your child's shared adventure with Billy Blue Hair.

Standard Edition: \$14.95
Personal Edition: \$29.95
Item:BBH-01
UPC: 837101028936

WHY ARE FIRE TRUCKS RED?



In this episode, Billy Blue Hair loses his dog Doogie. As Billy searches for Doogie within the live-action video, Billy discovers Fire Station 25 where he learns fun and quirky facts about fire stations, fire engines, ladders, turnout suits, hydrants, and how to safely battle a fire. "Why do fire stations have a pole?", "Why are fire hydrants different colors?", and "Why are fire trucks red?" are just a few of the many questions that are answered during your child's shared adventure with Billy Blue Hair.

Standard Edition: \$14.95
Personal Edition: \$29.95
Item:BBH-02
UPC: 804879140795

HOW TO PERSONALIZE

Adding Your Child's Name - So Easy!

Each Billy episode can be personalized to include a child's spoken name - a total of seven times. Our personalized DVD's are ordered online at www.billybluehair.com.

Our interactive site allows parents to hear a preview clip of Billy Blue Hair speaking their child's name prior to ordering. Plus, if a name is not in our database, we will record it within 5 days so any name is possible.

Once the order is submitted, we create the DVD, print the child's name on the cover, shrink-wrap it, and deliver it within 7 days.

Each personalized DVD is only \$29.95.

BENEFITS

EDUCATIONAL

No mindless television when Billy and Doogie are in the house. Our educational approach incorporates animation within live-action video to help kids understand the world around them.

ENGAGING AND FUN

A personalized DVD created specifically for a child will hold their attention. Studies have shown that if you hold the attention of a child, you can educate.*

REPEATED PLAY

Parents will get a return on their investment when they purchase Billy. Kids will want to hear their name again and again which means more free time for mom and dad.

A TURNOUT SUIT
WEIGHS AS MUCH AS
THREE FULL SIZE
WATERMELLONS!



* Malcolm Gladwell, *The Tipping Point* (New York: Hachette Book Group, © 2000) PP 100-102

PRESS KIT



OUR TEAM

Kris Olson - Producer and Series Creator



Kris has over 15 years experience in the Web design industry. In 1999, Kris worked as part of the Web design team for Seattle-based AtomFilms, a short-film distribution company that merged with Shockwave in 2001. Kris began shooting corporate videos for internet distribution and held the Director of Photography position on the 911 Media documentary *The Missing Link: Completing Seattle's Burke-Gilman Trail*. This experience led Kris to follow through on an idea he had for a children's video series and Kayo Media, along with Billy Blue Hair, was launched in 2004. Kris holds a bachelor's degree from Northern Arizona University.

Dolores Rogers - Character Voice



Dolores has been involved in theater, voice-over, film and television. She has worked with Warner Brothers, Nintendo, Sierra, Nordstrom, and is a member of Seattle Radio Theater. She is known for her role as Bowser Jr. and Baby Bowser in several video games in Nintendo's Mario series and for her many voices in Backyard Baseball, Backyard Football, Backyard Soccer and Backyard Basketball for Humongous Entertainment. She has played roles ranging from Florence Unger (in the female version of the Odd Couple) to roles such as Lord Talbot in Henry VI. She was an Irene Ryan nominee for her role as Mary Warren in the Crucible at San Jose State University (BA Creative Arts) and won a Toddie award for best supporting actress.

Charlie Kothe - Character Animator

Charlie Kothe graduated with a degree in Cinema from San Francisco State University in 1995. He has made numerous live-action films but is an animator at heart. From good ol' squash and stretch to inspirations from masters like Ralph Bakshi, John and Faith Hubly, and Rod Scribner, animation has been a passion since his childhood. He worked for six years as an animator and character designer at Edmark/Riverdeep, a children's educational software company in Redmond, WA, that produced numerous award-winning games and learning tools for kids. He has worked in the video game industry and in advertising, most recently as an animator/ designer with the Internet Movie Database in Seattle.



MEDIA INQUIRIES

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