



Press Contact:

Lori Hoffmann, The Jim Henson Company
323-802-1667
lhoffmann@henson.com

Jason Brantley, New Video
646-259-4113
jbrantley@newvideo.com

**The Jim Henson Company Launches on iTunes
Sci-Fi Cult Hit FARSCAPE and Classic Puppet Series FRAGGLE ROCK Go Digital**

NEW YORK and LOS ANGELES -January 28, 2008- The Jim Henson Company today announced that favorites from the Company's TV programming and feature film library will be available for purchase and download on the iTunes® Store (www.itunes.com) beginning today, January 28th, 2008. The launch will begin with episodes from the first seasons of the critically acclaimed award-winning sci-fi series FARSCAPE and the endearing favorite FRAGGLE ROCK.

The Jim Henson Company has partnered with New Video, a leading digital aggregator of independent video content, to bring these highly sought after programs to the iTunes Store, the world's most popular online music, TV and movie store. Television shows are \$1.99 (US) per episode, and music videos and short films are \$1.99 (US) each. Through this new partnership between New Video and the Jim Henson Company, both the FRAGGLE ROCK and the FARSCAPE series will be available in their entirety in the coming months.

"We continue to be honored and thrilled by our fans' ongoing desire to support their favorite shows and view them using all formats of media," said Nicole Goldman, Vice President of Marketing and Publicity of The Jim Henson Company. "We know our fans have been asking for these titles on iTunes and through our partnership with New Video, we hope to serve our loyal supporters and also introduce these beloved shows to new audiences."

FARSCAPE

On January 28, the cult science fiction series FARSCAPE in its first season entirety (all 22 episodes) will be available on iTunes. This is exciting news for die-hard FARSCAPE fans who no doubt know how difficult and expensive it is to find the complete first season on DVD. Season one includes the enthralling premiere episode of this ground breaking sci-fi hit that made extensive use of CGI, prosthetics, and state-of-the-art puppetry - courtesy of Jim Henson's Creature Shop.

FRAGGLE ROCK

Are you ready to "dance your cares away"? Well, you can on January 28 when all episodes for the first season (24 episodes) of this highly acclaimed puppet series loved by both children and adults alike is available for easy download on iTunes. 2008 marks the 25th anniversary of FRAGGLE ROCK and from these fun-loving subterranean creatures came 96 total episodes, 100 original songs, and millions of fans all around the world.

###



The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train" and "Pa-janimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment.

The Company is currently in production on "Wilson and Ditch: Digging America," a webisode series for PBSKIDS.org featuring the Company's Emmy-winning animation technology, and the Company's Henson Alternative brand continues to produce "Puppet Up! - Uncensored," a live puppet improvisational show that runs monthly at the Avalon Hollywood. The Company has also announced the creation of The Hub, a third party licensing banner established to acquire and service global consumer products programs for external brands and entertainment properties.

<http://www.henson.com>