

### About Sprout®

Available in over 50 million homes, Sprout is the first 24-hour preschool destination available on TV, on demand and online for children ages 2-5 and their parents and caregivers. The 24-hour digital channel, which launched in September 2005 along with the website (SproutOnline.com), is the only channel that follows the day of a preschooler from breakfast to bedtime with its distinctive, interactive programming and original hosted blocks. Sprout's VOD offering is the #1 on demand service for younger children with over one billion views.

Sprout is a partnership among NBCUniversal, HIT Entertainment, PBS and Sesame Workshop. Its program lineup of gold-standard, curriculum-based preschool shows includes: Sesame Street®, Bob the Builder™, Barney & Friends™, The Wiggles®, Thomas & Friends™, Caillou®, The Berenstain Bears™, Roary the Racing Car™, dirtgirlworld and more.