



## **NCircle Teams Up with Kidtoons to Catapult Pocoyo to the Big Screen**

### **Vibrant Animated Series to Make Nationwide Theatrical Debut this Summer**

DALLAS, June 11, 2008 /PRNewswire via COMTEX News Network/ -- NCircle Entertainment today announced a theatrical distribution agreement with Kidtoons, a division of The Bigger Picture, an AccessIT company (Nasdaq: AIXD), to feature award-winning animated children's series Pocoyo in select movie theaters across the United States beginning in September 2008.

Kidtoons is devoted to bringing parents and kids together by showcasing G-rated animated movies in theaters throughout the country every weekend. In addition to presenting matinee movies on Saturdays and Sundays, Kidtoons theaters also feature cartoon shorts, music videos and sing-a-longs prior to the feature presentation. Participating theater chains include Abingdon Cinemall, Allen, Atlas, Emagine, Marquee, Neighborhood, AccessIT's Pavilion Theatre, National Amusements, Rave Motion Pictures, Republic Theatre Group, Showplace and UltraStar.

"NCircle is thrilled to collaborate with Kidtoons to bring Pocoyo to the big screen for children and their families to enjoy," said Stacey Yates, Senior Director Brand Management, NCircle Entertainment. "This deal signifies NCircle's commitment to bringing highly imaginative children's brands to a wider audience, expanding beyond the home entertainment industry."

To support this program, NCircle is placing 800,000 inserts featuring Pocoyo's debut at Kidtoons theaters in all NCircle DVD products. These inserts include one coupon for free admission to a Kidtoons showing. Kidtoons is also being promoted on the Pocoyo Web site and Pocoyo's newly launched MySpace page.

"We are excited to work with NCircle, a company that shares our core values of providing quality, family-friendly entertainment," said Michele Martell, COO, The Bigger Picture. "As we continue our mission of filling the G-rated genre void, we believe moviegoers will fully enjoy Pocoyo."

Co-produced by Zinkia and Granada International, Pocoyo, which targets preschoolers, promotes learning through laughter. Pocoyo, the title character, is a fun-loving, friendly little boy with a boundless curiosity, exploring each day's events with his friends. The engaging 3D CGI animated series, which encourages children to sing, dance, interact and have fun, is currently being broadcast worldwide to more than 100 territories. Critically acclaimed, Pocoyo has received a host of accolades including a British Academy of Film & Television Awards (BAFTA) for Best Pre-school Animation, the top TV award at the Annecy International Film Festival, Best TV Series at China's International Animation and Digital Arts Festival, the Pulcinella Award for Best Pre-school and Best European programme, and the Zapping award in Spain for Best Animation Series.

A full listing of participating Kidtoons theaters can be found at [www.kidtoonfilms.com](http://www.kidtoonfilms.com). For more information about NCircle or where to purchase Pocoyo home entertainment, please visit [www.NCircleEntertainment.com](http://www.NCircleEntertainment.com).

#### About NCircle Entertainment

NCircle Entertainment, a division of Alliance Entertainment, LLC, licenses, manufactures and distributes family and children's programming and related images for home entertainment and consumer products. Alliance maintains the largest in-stock catalog of CDs and DVDs in the U.S. -- a combined total of more than 335,000 titles. The Company was named the 2007 Large Wholesaler of the Year by the National Association of Recording Merchandisers (NARM).

Alliance is a subsidiary of Source Interlink Companies, Inc. (Nasdaq: SORC), a media and marketing services company, one of the largest publishers of magazines and online content for enthusiast audiences and a leading distributor of home entertainment products, including DVDs, music CDs, magazines, video games, books, and related items. Source Interlink serves more than 100,000 retail store locations throughout North America. Supply chain relationships include consumer goods advertisers, subscribers, movie studios, record labels, magazine and newspaper publishers, confectionary companies and manufacturers of general merchandise. You can learn more about Alliance at [www.aent.com](http://www.aent.com) and Source Interlink at [www.sourceinterlink.com](http://www.sourceinterlink.com).

#### About Kidtoons

For a complete list of theatres showing KIDTOONS throughout the year, visit [www.kidtoonfilms.com](http://www.kidtoonfilms.com).

The Bigger Picture is a leader in the digital distribution of entertainment targeted to specific audiences. The programs include Kidtoons, G-rated movies for kids on the weekends, world-renowned operas from the San Francisco Opera, anime films for teen and college audiences, inspirational faith-based movies, concerts, and High Octane Sports. The Bigger Picture has released 40+ movies digitally. For more information, visit [www.kidtoonfilms.com](http://www.kidtoonfilms.com) and [www.thebiggerpicture.us](http://www.thebiggerpicture.us).

Access Integrated Technologies, Inc. (AccessIT) is the global leader in providing integrated solutions for digital cinema. The Company's ground-breaking digital cinema networked satellite delivery services along with its Library Management Server(TM) and Theatre Command Center(TM) have enabled theatres across the United States to play more than six million digital 2-D and 3-D showings of Hollywood features to date. Access Integrated Technologies(R) and AccessIT(TM) are trademarks of Access Integrated Technologies, Inc. For more information on AccessIT, visit [www.accessitx.com](http://www.accessitx.com). [AIXD-G].

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