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FOR IMMEDIATE RELEASE

EXCLAIM ENTERTAINMENT ANNOUNCES THE MARCH LAUNCH OF “TREEHOUSE TUNES #1,” THE FIRST-EVER AUDIO CD FROM THE ACCLAIMED BOZ, THE GREEN BEAR PRESCHOOL DVD SERIES

**~Boz’s Debut CD Features 22 Toe-Tapping Songs Combining
Timeless Themes of Faith and Family~**

**~Also in March: Three New Boz Books from ZonderKidz that Teach Core
Early Learning Skills and Concepts~**

Dallas, Feb. 23, 2007 – His kind heart, playful demeanor, and imaginative stories and music have resonated with young children and their parents in an acclaimed series of DVDs during the past year. Now BOZ, The Green Bear Next Door™ will have children dancing and singing along with him wherever they go with “Treehouse Tunes #1,” the first in a series of BOZ audio releases from Exclaim Entertainment.

Providing more than 40 minutes of musical fun, the CD features 22 catchy songs from the first four BOZ DVDs that combine themes of faith and family with preschool learning skills such as numbers and letters. Song selections include: *BOZ!* (opening theme song), *Look In A Book*, *God Sees You and He Likes What He Sees*, and *Squeaky Clean*. Priced at \$11.99 suggested retail, “Treehouse Tunes #1” will be available on March 6 at Christian retailers nationwide and online at www.bozthebear.com.

Three new BOZ, The Green Bear Next Door™ children’s books from ZonderKidz also will be available in March, each priced from \$4.99 - \$6.99 suggested retail: “God’s Colorful World,” “Count Your Blessings,” and “BOZ Says ‘Wiggle Your Ears.’” All books in the BOZ early learning series are developed to help parents reinforce the valuable messages contained in the DVD line.

“Showcasing fun, easy-to-learn songs is a hallmark of the BOZ series, and it’s a key part of our early learning philosophy,” said BOZ co-creator Dennis DeShazer. “We’ve worked with our talented team of writers and musicians to ensure ‘Treehouse Tunes #1’ is packed with great songs that embrace the series’ core values. We think the CD will become a fast favorite for children...and parents might even find themselves humming along.”

“We’re excited to see the growing impact that BOZ is having on children and families nationwide,” said Jon Green, co-creator of the character. “As parents realize the importance of reinforcing lessons about values and character every day, they recognize BOZ as a helpful, trusted resource who will guide their children in an entertaining and age-appropriate way.”

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Since its debut in the Christian retail market one year ago, BOZ, The Green Bear Next Door™ has taken the preschool Christian market by storm. BOZ continues to be one of the top three best-selling children's brands in Christian retail, and Exclaim Entertainment plans to be the go-to resource for parents and preschoolers for a long time to come. A recently announced partnership with Cook Communications Ministries includes the development of BOZ, The Green Bear Next Door™ Sunday school curriculum, as well as multiple resources for parents to use at home in the all-important task of educating their children.

Each BOZ, The Green Bear Next Door™ DVD includes three 15-minute episodes, plus extra features such as music videos, read-along stories, printables, family activities and more. The complete line-up of BOZ DVDs, books, and products is contained on www.bozthebear.com. The kid-friendly, activity-filled website also includes free educational resources for parents and teachers.

BOZ, The Green Bear Next Door™ has been endorsed by both MOPS International (Mothers of Preschoolers) and FamilyLife, and the DVDs have all been awarded the "Family Approved" Seal from The Dove Foundation, assuring parents they can trust this series to be quality family entertainment.

Along with BOZ music, books, DVDs, ministry resources and other products, Exclaim Entertainment is working on additional properties that continue to blend fun and learning with the values parents want their kids to learn. DeShazer and Green have a great understanding of the importance of all the aspects of early childhood development, and are committed to reinforcing both the key educational concepts and the foundational faith values that parents are teaching their preschoolers at home.

"We feel that what we've done up to this point in our careers has prepared us for this moment with Exclaim Entertainment and BOZ," Green said. "Our hope is to make a difference, to impact families with our stories and characters."

"We founded Exclaim Entertainment with the purpose of developing exceptional programming – like BOZ – that's inspired by God's love for us all," DeShazer continued. "We're excited to be using all of our experience to engage young children in a fun, yet meaningful series."

Green and DeShazer co-founded Exclaim Entertainment in 2003 to produce quality family entertainment with a Christian perspective. More information can be found at www.exclaimentertainment.com.

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For more information on BOZ, the Green Bear Next Door™, to request a review copy of "Treehouse Tunes #1", any of the new BOZ books, a DVD screener or an interview with BOZ's creators, please contact Melany Ethridge at melany@alarryross.com or (214) 912-8934. Press materials are available online at www.alrcnewsKitchen.com/bozthebear.