



FOR IMMEDIATE RELEASE

Canada's First Treehouse Play Park to Open in Newmarket

Appearances by Loonette from The Big Comfy Couch & Free Photos for the Kids!



Toronto, September 26, 2005: Treehouse, Amity Entertainment Inc. and Kidomo Inc. are proud to announce the Grand Opening of Canada's first **Treehouse Play Park** on Wednesday, September 28, 2005 at Upper Canada Mall in Newmarket, Ontario. The Treehouse Play Park is a unique new soft foam play area for young children designed with safety in mind. The Treehouse Play Park is a result of an innovative partnership with Ivanhoe Cambridge, and is presented by **Treehouse** and **The Big Comfy Couch**.

Media are invited to attend opening ceremonies from 11am to 1pm, featuring **appearances by Loonette from The Big Comfy Couch**. Also on hand to meet and greet the kids will be Cush and Lickety Split from Treehouse TV. Children will have an opportunity to pose with Loonette and the Treehouse characters for complimentary photographs, courtesy of Lexmark.

Kidomo is also pleased to announce The Big Comfy Couch live shows at Upper Canada Mall on Friday, October 7 and Saturday, October 8, 2005, a presentation of Treehouse Live. The live show follows the adventures of Loonette the clown, and Molly, her doll and best friend, on the biggest, comfiest couch in the whole wide world. This lively show abounds with music, energy and enthusiasm and kids love to sing along to the wonderful songs of The Big Comfy Couch. Shows are free and show times are: 3pm & 6pm on October 7; and 11am and 2pm on October 8.

The Big Comfy Couch television show, an award-winning Canadian production, airs on Treehouse, Canada's only specialty network devoted to preschoolers. For more information: www.bigcomfyouch.tv or www.treehousetv.com.

Amity Entertainment Inc., licensor of The Big Comfy Couch, is a multi-faceted production, distribution, and licensing company formed in March 2005. For more information: www.amityentertainment.com.

Kidomo is a leader in the field of live children's entertainment programming in Canada, with vast experience and expertise in the areas of event production, public relations, marketing and sponsorship. For more information: www.kidomo.com.

Upper Canada Mall is a community shopping centre with over 200 stores and services located in Newmarket, Ontario. Upper Canada Mall is owned and managed by Ivanhoe Cambridge, one of Canada's pre-eminent property owners, managers, developers and investors. For more information: www.uppercanadamall.com or www.ivanhoecambridge.com.



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