



Bob the Builder™ visits 20 Canadian cities in new Treehouse Live Tour!

TORONTO, March 23, 2005: Treehouse TV and Kidomo Inc. announced today the launch of the new **Treehouse Live Bob the Builder™ Tour** featuring more than 100 free* live performances in 20 Canadian cities beginning on April 8, 2005 in Burlington, Ontario. The show features Bob the Builder™ and his friend Markus, well known Treehouse TV personality, as they sing and laugh their way through a perplexing building project with a little help from the audience.

The Treehouse Live Bob the Builder™ Tour offers young children and their parents or caregivers a unique opportunity to see one of their favourite television characters in a live performance in their own hometown. During this tour, Bob the Builder™ will perform at Canadian Shopping Centres and several signature family attractions including Ontario Place (Toronto) and Sportsworld (Kitchener).

This is the seventh tour presented by Treehouse Live and produced by Kidomo. These tours continue to draw an overwhelming response from Canadian families and capacity audiences are expected again this year. A complete list of performance locations and times is available at www.treehousetv.com.

Bob the Builder™ is one of the most recognized children's characters in video and television and his positive mottos are widely known by kids and parents alike: "Can WE build it? Yes WE Can!" and "Can WE fix it?™ Yes WE Can!" Airing on Treehouse TV, Canada's only specialty network devoted to preschoolers, Bob the Builder™ is currently one of the most popular children's television shows in the country. Internationally, Bob the Builder™ is seen in more than 130 countries and has sold more than 15 million books and 8 million videos and DVDs.

At each show during the tour, children will have an opportunity to receive a free personalized Bob the Builder™ photo, courtesy of HP. In addition, the tour features contests and giveaways courtesy of these tour sponsors: HP, Gazillion Bubbles™ and HIT Entertainment. Giveaways include Bob the Builder™ bookmarks, Bob the Builder™ posters and samples of Gazillion Bubbles™ – the one and only!

Families are also invited to enter the HP Bob the Builder™ Tour Contest for an opportunity to win a fantastic HP digital entertainment prize package. There are several prizes to be won. The contest Grand Prize, valued at more than \$2000, features the following:

- 1 HP Pavilion a1010n desktop PC with HP Vs17 17" monitor
- 1 HP Photosmart R707 Digital Camera
- 1 HP R-series camera dock
- 1 HP Photosmart 8450 Photo Printer
- 1 package of HP Premium Plus photo paper (4"x6", 60 ct)
- 1 package HP Premium Plus photo paper (8.5" x 11", 20 ct)
- 1 HP Creative Scrapbooking Assistant CD
- Plus a Bob the Builder™ prize package

To enter, visit www.hp.ca/bobthebuilder.

Media Contacts:

Nancy McFatter
Kidomo Inc.
Tel: 905-521-2970
E-mail: nancy@kidomo.com

Sherry Lawlor
Kidomo Inc.
Tel: 416-597-9940
E-mail: sherry@kidomo.com

*Admission is free or, in the case of ticketed venues, free with admission tickets.

