

VIVENDI ENTERTAINMENT CANADA

RELEASES

BabyFirstTV 's "I CAN SIGN" on DVD

For Immediate Release

Toronto, February 11, 2009

Vivendi Entertainment Canada is pleased to announce the release of BabyFirstTV's "I Can Sign" on DVD. "I Can Sign" is an engaging way of teaching key words in sign language. This method improves communication skills between the child, parent, other caregivers. Teaching babies as young as 12 months old how to use sign language enables them to effectively communicate their needs long before they can speak "proper" words. "I Can Sign" enables parents and babies to bond while learning sign language. "I Can Sign" displays teachers verbally repeating a word while demonstrating the correlating sign. This amazing DVD also features pleasant music and lively visuals of children engaged in various activities relating to the featured words.

"We are delighted to represent BabyFirstTV for this outstanding line of DVDs that will make a positive difference in homes across the country," said Iain Taylor, VP Sales & Acquisitions, Vivendi Entertainment Canada. "BabyFirstTV's production and educational value are of the highest quality."

"I Can Sign" DVD will be available in stores February 24, 2009.

For media inquiries please contact:

Sasha Stoltz Publicity

sashastoltz@bellnet.ca

t. 416.579.4804