

Sesame Street Sponsors

The Public Broadcasting Service

PBS, with its 355 member stations, offers all Americans - from every walk of life - the opportunity to explore new ideas and new worlds through television and online content. Each week, PBS reaches more than 73 million people and invites them to experience the worlds of science, history, nature and public affairs; hear diverse viewpoints; and take front row seats to world-class drama and performances. PBS' broad array of programs have been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and Web site, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at www.pbs.org, one of the leading dot-org Web sites on the Internet.

Corporation for Public Broadcasting

CPB, a private, nonprofit corporation created by Congress in 1967, develops educational public radio, television and online services for the American people. The Corporation is the industry's largest single source of funds for national public television and radio program development and production. CPB, a grant-making organization, also funds more than 1,000 public radio and television stations. For more information, visit www.cpb.org.



The Luxury Included® Family Vacation

Beaches Resorts has been the ultimate family getaway since 1997, where both parents and kids can enjoy a vacation of their own. As the Caribbean's Luxury Included® family vacation, here the best of everything for families is included in one simple price - luxurious accommodations, unlimited gourmet and casual dining, anytime snacks, premium brand wine and spirits, including an exclusive partnership with California's legendary Beringer Vineyards, an array of land and water sports including snorkeling and scuba diving, roundtrip airport transfers,

gratuities and so much more! Additional available amenities include personal Butler Service* for Beaches' opulent suites, exclusive Red Lane® Spas** and Preston Bailey Signature WeddingMoons® and FamilyMoons®.

Beaches Resorts Caribbean Adventure with Sesame Street

As a continued sponsor of *Sesame Street*, Beaches Resorts is proud to be the Caribbean home of some furry friends at all four of its island resorts located in Ocho Rios, Jamaica, Negril, Jamaica and the Turks & Caicos Islands. *The Beaches Resorts' Caribbean Adventure with Sesame Street* continues everyday, all year long. From appearances by walk around characters, to special character breakfasts, celebratory parades, stage shows, Story Time with Elmo, Baking Cookies with Cookie Monster, Learning to Dance with Zoe, Exploring with Grover, Making Music with Bert & Ernie, and Discovering Magical Treasures with Abby Cadabby - there's always fun on hand at Beaches Resorts.

Grownup Fun in the Sun with Kids in Tow

Beaches Resorts makes adults of all ages true believers in the phrase "fun for the whole family." Grown ups appreciate the resorts' multitude of activities and amenities such as golf, tennis, an array of land and water sports, including snorkeling and scuba diving, as well as indulging in its world-class Red Lane Spas, where traditional spa services are met with a distinctly Caribbean flair to promote relaxation and rejuvenation. At Beaches Resorts' Kids Camps, highly trained Ultra Nannies take care of children of all age groups while providing fun and educational activities, giving parents a vacation all their own. Teens and Tweens love the resort's Xbox® 360 Game Garage, as well as Beaches very own Pirates Island water theme parks.

A WonderFALL Celebration this Fall

This September and October when the older kids head back to school, the little kids rule at Beaches family resorts! Exclusively this fall, Beaches is offering families more fun, more excitement and more adventure as part of its WonderFALL celebration. Special events include: a new Sesame Street stage show, "Abby and Elmo Make Music Magic", Gordon & Elmo live on stage for select dates, special parenting seminars by Sesame Street educators plus Beaches Dive In Movies and "Beaches Baby You're A Star" Photo contest. There's even special events for Grandparents to share with their grandkids as we celebrate them during WonderFALL months.

More Beaches Resorts Excitement To Come!

Voted "World's Best Family All-Inclusives" by travel agents at the World Travel Awards every year since its inception, Beaches Resorts offers four locations on the Caribbean's best beaches: **Beaches Negril Resort & Spa**, the flagship property located in Negril, Jamaica; **Beaches Turks & Caicos Resort & Spa** in

Providenciales, Turks & Caicos; **Beaches Sandy Bay** in Negril, Jamaica and **Beaches Boscobel Resort & Golf Club** in Ocho Rios, Jamaica.

The Beaches family vacation experience continues to expand, with the opening this Winter of a brand new seaside Italian Village at Beaches Turks & Caicos Resort and Spa. This \$100 million dollar resort expansion, will feature 180 luxurious family suites, four gourmet restaurants, Club Liquid nightclub and the Caribbean's most comprehensive water park complete with water slides, lazy river and surf simulator.

Beaches Resorts is the Luxury Included® Family Vacation. For more information about Beaches Resorts, call 1-800-BEACHES or visit the Web site at www.beaches.com.



McDONALD'S CORPORATION

McDonald's® is proud to support Sesame Workshop's mission to help children reach their full potential through learning, laughter and wonder.

It all began back in 1955 when Ray Kroc opened his first McDonald's® restaurant in Des Plaines, Ill. Today, McDonald's is the world's leading food service retailer with more than 30,000 local restaurants serving 52 million customers in more than 100 countries each day.

An important part of McDonald's rich history is their commitment to the education of children. In step with their brand essence of "Forever Young," McDonald's feels that there are few things as special as the curiosity, happiness and wonderment of a child. In this spirit, McDonald's invests in the education of young people around the world through programs designed to teach them about everything from seat belt and fire-safety to science and world history. One of the other ways that McDonald's demonstrates this commitment to children is through their support of Ronald McDonald House Charities.

McDonald's is proud to help support Ronald McDonald House Charities®:

Ronald McDonald House Charities®, a non-profit, 501(c)(3), creates, finds and supports programs that directly improve the health and well being of children

worldwide. Its goal is to make an immediate, positive impact on as many children as possible through its global network of local Chapters in 52 countries and regions.

In addition to its cornerstone Ronald McDonald House® program and the Ronald McDonald Family Room® and Ronald McDonald Care Mobile® programs, RMHC® makes grants to not-for-profit organizations to help children everywhere. To date, Ronald McDonald House Charities and its global network of local Chapters have awarded more than \$460 million in grants to children's programs worldwide.

To find out more information about McDonald's, please visit www.mcdonalds.com. To learn more about Ronald McDonald House Charities, please visit www.rmhc.org.



EARTH'S BEST®

About Earth's Best

Earth's Best was founded more than 20 years ago by twin brothers who recognized that traditional baby food recipes included many refined and overly processed ingredients including sugars and modified starches. Looking for a more natural and pure way to feed children, they introduced Earth's Best, the first complete line of organic food for babies. Earth's Best organic infant foods are made without the use of potentially harmful chemical fertilizers and pesticides and promote sustainable farming methods that model nature's systems and processes. The Earth's Best product line includes infant formula, cereals, over 45 jar varieties in single and unique flavor combinations for all stages on baby's life, plus teething biscuits and juice. Earth's Best newest addition of organic infant formulas in dairy and soy varieties, includes the first-ever organic infant soy formula with DHA and ARA, essential fatty acids necessary for proper brain and eye development.

Earth's Best Supports the "Healthy Habits for Life" Initiative - 2005

With a strong belief that organic foods are best for children of all ages, Earth's Best introduced a line of *Sesame Street* organic toddler products in partnership with Sesame Workshop and their "Healthy Habits for Life" initiative. This campaign utilizes a coalition of partners and an advisory board of health, nutrition, fitness

and education experts to develop and distribute multi-media, age-appropriate information targeted to preschoolers and their caregivers, empowering them with knowledge and positive attitudes about their bodies, while providing tools to encourage a great start to a lifetime of good health. The Earth's Best *Sesame Street* line launched with breakfasts cereals and snacks. It later expanded to include shelf stable meals such as organic whole grain pasta and soups, plus frozen foods. All Earth's Best *Sesame Street* products are specially formulated for toddlers with iron, zinc and six B vitamins.

Earth's Best further supports the "Healthy Habits for Life" program in-store via packaging, point of sale materials, pallet programs, in store demos, as well as a specific destination of product and nutritional information at www.earthsbest.com. All Earth's Best *Sesame Street* packaging contains fun, educational activities for children and proudly displays the "Healthy Habits for Life" icon. Brochures are distributed with activities for children and tips for parents on how to encourage healthy eating habits for their children and the entire family. The Earth's Best website promotes further the benefits of living a healthy life style and making the right food choices.

For more information on Earth's Best and how to incorporate healthy eating into your family's daily life visit www.earthsbest.com.

Earth's Best(R) is a registered trademark of The Hain Celestial Group, Inc.



NEW BALANCE

Company History

The company's heritage dates back to 1906 when the company, then owned by William Riley and known as the New Balance Arch Company, manufactured orthopedic shoes and arch supports. Throughout the fifties and sixties, an increasing number of runners turned to New Balance for custom-made shoes thanks to the company's unique expertise in handcrafting specialized footwear. In 1956 Paul Kidd bought the business and increased the shoe making sector. The demand for New Balance athletic shoes grew and soon the production of custom-made running shoes was the company's primary source of business.

On Boston Marathon Day in 1972, New Balance was purchased by its current owner, James S. Davis. At that time, the company consisted of six people making thirty pairs of "Trackster" running shoes each day. The "Trackster" was the first athletic shoe made in a wide range of sizes and widths. Since that time, New Balance has established a unique reputation for technological innovation and width sizing, and today, reigns as the industry's "fit expert" and the premiere manufacturer of performance-oriented athletic footwear.

A Unique Approach to Athletic Products

Headquartered in Boston, MA, New Balance has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host.

New Balance's growth has significantly out-paced that of the industry and worldwide sales have grown from \$221 million in 1992 to \$1.63 billion in 2007. New Balance employs more than 4,000 people around the globe and the company's products are sold in 120 countries on six continents. As a privately held company, New Balance has remained committed to a focused set of philosophies and strengths -- including technical superiority, U.S. manufacturing, community programs and strong retail partnerships. Teamwork, total customer satisfaction and integrity are the core values upon which New Balance operates, and the company's tremendous success can be credited to its unyielding commitment to these values.

Because feet don't come in just one or two widths, and because shoes that fit better perform better, New Balance shoes are offered in up to six different widths -- from a narrow 2A to an expansive 6E. All of our kids' shoes come in multiple sizes and widths to suit their growing needs, from infant through grade school.

The New Balance Way

New Balance owns and operates five factories in New England and faces unique challenges in domestic manufacturing yet remains undaunted. With a high quality labor force and a focus on innovation and exceptional excellence, New Balance has survived and thrived, and continues to take a leadership position in an industry that has sent its production overseas.

In support of grassroots athletics, New Balance sponsors teams, youth sports initiatives and running events and is a long-time sponsor of The Susan G. Komen for the Cure® 5K series, which raises awareness and funds for breast cancer research. New Balance also supports Girls on the Run, which helps adolescent girls increase their self-confidence and self-esteem through a 5K race-training program.

New Balance is proud to be a 2008 program sponsor of the Emmy-winning children series, *Sesame Street* as well as the exclusive national sponsor of Sesame Workshop's traveling museum exhibit, *Sesame Street Presents: The Body* through 2010. In addition, New Balance and Sesame Workshop, the nonprofit educational organization behind *Sesame Street*, will offer a premium global collection of co-branded kids footwear for Back-to-School 2008. The co-branded collection creatively blends three of *Sesame Street* characters - Elmo, Cookie Monster and Oscar the Grouch - with New Balance's heritage running shoe - the 574.



AMERICAN GREETINGS

About Us

Founded in 1906, American Greetings is the world's largest publicly owned creator, manufacturer and distributor of social expression products. Headquartered in Cleveland, Ohio, American Greetings employs approximately 18,000 full-time equivalent associates around the world and is home to one of the world's largest creative studios.

At American Greetings, our goal is to create cards that truly capture the thoughts and feelings of a very diverse group of consumers, so that no matter who shops for our brand, they'll always find the perfect card. Living up to this promise requires the fresh ideas, insights, and talents of employees as diverse and varied as the people we're trying to reach.

Our major domestic greeting card brands are American Greetings, Carlton Cards, and Gibson. American Greetings services more than 70,000 retail stores in the United States and 125,000 retail stores worldwide.

American Greetings is a proud supplier to America's armed forces and provides greeting cards to the Army, Air Force and Navy Exchanges all over the world. Our company also employs many men and women who are in the Reserves and military services, and supports The Uniformed Services and Reemployment Rights Act of 1994 (USERRA), to provide for military leaves of absence and reemployment of associates when they return from military leave.

A company rich in heritage, our most prestigious award, The Chairman's Award, recognizes individuals in the category of community service. This category is equally important as any of the other business oriented categories, as the company believes it's important for associates to be fulfilled in all areas of life. As the Chairman's Award program enters its second decade, its mission is just as important

as when it was launched; to honor those associates who demonstrate extraordinary dedication, initiative and skills in the work they do at *American Greetings* and the world around them.

It is on this foundation that *American Greetings* is proud to be a sponsor of the 39th season of *Sesame Street*.

"We have had a great, longstanding relationship with *Sesame Workshop* and we are thrilled to be expanding on this by sponsoring a program as beloved as *Sesame Street*," said Mike Brown, vice president of licensing at *American Greetings*. "Being able to assist in enriching the lives of parents and children across the globe with *Sesame Street* is something we are very proud of."