

Howard Johnson Canada teams up with top-rated Canadian Pre-School Series *This is Daniel Cook*.

Guests receive an exclusive *This is Daniel Cook* DVD, and a chance to win a family adventure to San Diego!

Toronto (May 1, 2006) – Spring starts with a roar at Howard Johnson hotels across the country. The leading hotel banner has joined with the award-winning, live action pre-school series, *This is Daniel Cook*, to give away a 4-night family adventure to San Diego. The “Great Zoo Adventure,” valued at more than \$3,000 CDN, includes air transportation and unlimited passes to the San Diego Zoo, the San Diego Wild Animal Park and Seaworld San Diego.

This is Daniel Cook, produced by marbledmedia and Sinking Ship Productions, is a spontaneous, live-action pre-school series that follows its host, six-year-old Daniel Cook, as he explores the world around him. In each episode he learns, explores and creates; meeting up with everyone from chocolate makers to world champion figure skaters, firefighters and award-winning writers. A three-time Gemini-nominated series, *This is Daniel Cook* is a smash hit on Treehouse TV, TVOntario, Access, SCN in Canada and airs daily on Playhouse Disney in the U.S.

Howard Johnson Canada is also making sure its guests don't miss out on the *This is Daniel Cook* phenomenon this spring and summer. Guests who stay at participating Howard Johnson Canada hotels will receive a complimentary and exclusive *This is Daniel Cook* DVD, titled Outdoor Adventures.

The “Great Zoo Adventure” promotion also includes a contest for a chance to win *This is Daniel Cook* DVD prize packs supplied by kaBOOM! Entertainment Inc, distributors of the DVDs.

“*This is Daniel Cook* is an extremely popular show for young children. The contest and our DVD giveaway are great ways to connect with families, and we expect to give away 15,000 of the exclusive DVDs,” says Glenn Blake, President of Howard Johnson Canada.

The contest runs May 1 to September 30, 2006. Along with ballots at Howard Johnson Canada hotels, an online contest entry form can be accessed through www.howardjohnson.ca and www.thisisdanielcook.com/contest.

About Howard Johnson Canada

Howard Johnson Canada is the exclusive franchiser of Howard Johnson hotels in Canada, under a special license agreement with Howard Johnson International and Cendant Corporation. With more than 6,400 hotels on five continents, Cendant is the world's largest lodging franchiser. Its banners also include AmeriHost Inn, Days Inn, Knights Inn, Ramada, Super 8, Travelodge and Wingate Inn.

About marbledmedia:

The Executive Producer of *This is Daniel Cook*, marbledmedia is a next generation content creation company dedicated to telling stories and connecting with audiences across multiple platforms including television, web and mobile. Coming soon from marble are the youth-oriented multi-platform series *Project:Adrenaline* and the offbeat barnyard animated comedy, *DNA: Doug n' Angus*. In 2005, marbledmedia received the Emerging Talent Award from the

Alliance for Children and Television and was nominated for Company of the Year at the Canadian New Media Awards.

www.marblemedia.com

About Sinking Ship Productions:

Sinking Ship Productions is a television and new media company dedicated to creating innovative and groundbreaking programming and content. The creators, directors and co-producers of *This is Daniel Cook*, Sinking Ship Productions develops idea-driven, child-centred creative programming including *Roll Play* – a live-action imaginative children's exercise series.

www.sinkingship.ca

About kaBOOM! Entertainment Inc.

kaBOOM! Entertainment Inc., A Peace Arch Entertainment® Group Company, is one of the leading independent home entertainment studios. Since 1996 it has been providing a full range of services relating to the sales, marketing, licensing and distribution of DVDs, videos and ancillary merchandise. It distributes sell-through and rental titles across a wide variety of genres, such as children's, anime, television, special interest and live-action feature films. For more information please visit www.kaboom-ent.com.

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