



Echo Bridge takes on Baby's First Word series

PHYSICAL: New, catalog titles included in distribution deal

By Susanne Ault -- Video Business, 6/4/2009

JUNE 4 | PHYSICAL: Echo Bridge Home Entertainment has snapped up distribution rights to So Smart! Productions' toddler titles and will kick off the deal with the new line *Baby's First Word Stories* on Sept. 22.

Going forward, Echo Bridge will oversee DVD and digital distribution of the So Smart! catalog as well as new releases. Previously, So Smart! self-distributed its titles, which have collectively sold more than 1 million units, according to the company. There also have been millions of cable-based on-demand views of the content.

Baby's First Word Stories, comprised of six 30-minute titles, are designed to help teach children early language skills. Each DVD also comes with an activity guide. Pre-orders for the titles, priced at \$15.99, are due Aug. 20. Further titles in the line are slated for release in 2010.

Books, toys and CDs also are in development for the *Baby's First Word* brand.

At the same time in September, Echo Bridge will distribute nine titles from So Smart!'s earlier lines, *Baby's Beginnings* and *King Otis and the Kingdom of Goode*. These will be priced at \$15.99.

"So Smart!'s products have been embraced by both parents and their little ones for over a decade, and that's the best endorsement you can get," said Mike Newcomb, co-president of Echo Bridge Home Entertainment. "This licensing agreement provides Echo Bridge with the rare opportunity to sustain and build an already proven brand through a long-term strategic partnership."

So Smart! co-founders Scott Tornek and Alexandra Tornek are looking forward to extending the reach of their titles through Echo Bridge.

"Joining forces with Echo Bridge provides So Smart! with a level of distribution and marketing clout beyond anything we've had to this point," said Scott Tornek. "We already know consumers love our product. It's exciting to move to the next level and be able to reach parents and kids in greater numbers and more effectively than ever before."