

Press Release

Contact: Joleen Allis
Phone: (303) 638-1109

FOR IMMEDIATE RELEASE
9 A.M. January 10, 2012

Wildernest Logistics Solutions Donates Toys to Christmas Crusade for Children

AURORA, COLORADO, January 10, 2012 – Partnering with HIT Entertainment, Wildernest Logistics Solutions from Aurora, Colorado delivered three large pallets of toys to the Christmas Crusade for Children.

KYGO Christmas Crusade for Children was first organized in 1983 by a small group of “Santa Cops”. The Christmas Crusade for Children is a program designed to enable city, state police and sheriff’s departments throughout Colorado to bring the joy of Christmas to underprivileged children. Today 30 law enforcements agencies continue the work together for Christmas Crusade for Children. Through 2010, the Christmas Crusade has touched over 208,300 children, thanks to the combined outreach of thousands of law enforcement officers, KYGO radio listeners, major businesses and concerned individual Coloradoans.

The toy delivery coincided with Wildernest’s long-term initiative designed to share the spirit of selfless service with customers, employees and the community.

“Wildernest is dedicated to serving the community. It is with great joy and pleasure that we were able to bring these toys to such a worthwhile organization”, said Tom Cagney, Wildernest Logistics Solutions, Inc. President and CEO. “Loading up our truck full of toys for children, to help spread holiday joy, is extremely fulfilling and we thank HIT Entertainment for working with us on this.”

The three pallets of toys were delivered to and greatly appreciated by the President of Christmas Crusade for Children, Nicholas Grove. Officer Grove explained the purpose of Christmas Crusade is to brighten the spirits of children who would not otherwise receive a gift on Christmas morning. It is community policing at its best, delivering a message of heartfelt caring and concern for children.

About Wilderness Logistics Solutions Inc.:

Wilderness Logistics Solutions, Inc. has been serving customers since 1986. We are a privately held organization, providing a wide variety of logistic services. Our services include warehousing, distribution, local delivery, residential delivery, storage, reverse logistics, less than truck load (LTL), and full truck load. Wilderness Logistics Solutions has locations in Colorado, Texas and Missouri and as a strategic partner for SEKO Worldwide, provides transportation and distribution services throughout the world.

About HIT Entertainment:

HIT Entertainment is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as *Thomas & Friends*[™], *Barney*[™], *Bob the Builder*[™], *Fireman Sam*[™], *Angelina Ballerina*[™], *Mike the Knight*[™], *Pingu*[™] and *Rainbow Magic*[™]. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, Sprout[®]. For more information, visit www.hitentertainment.com.

###