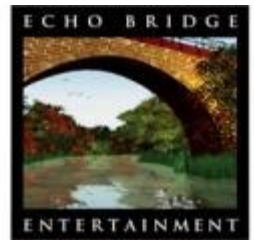




Echo Bridge Inks With So Kidvid Producer Smart! Productions

By Chris Tribbey | Posted: 04 Jun 2009
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Echo Bridge Home Entertainment streets a new line of children's DVDs starting Sept. 22, thanks to a new distribution agreement with So Smart! Productions, makers of the "Baby's Beginnings" and "Kingdom of Goode" series.



"What interested us in the product is the opportunity to build on an established brand," said Mike Newcomb, co-president of Echo Bridge. "We'll put a big marketing push behind it and get it in front of retailers."

The agreement covers home video and digital distribution, and Echo Bridge also will street three So Smart! CDs Sept. 22, Playtime, Cartime and Sleepytime.

On the DVD front, the first nine DVDs will include six, 30-minute "Baby's First Word" stories, including "House," "Pets," "Outside," "Get Dressed," "We Go" and "Nighttime." Bonus, eight-page printed activity guides will be included with each \$15.99 DVD. More "First Word" DVDs are planned for 2010.

Three catalogue titles from the "King Otis and the Kingdom of Goode" (\$15.99 each) series also will street the same day.

So Smart!, founded in 1997 by husband-and-wife team Scott and Alexandra Tornek, has sold more than 1 million DVDs and currently has its titles available on demand via several cable operators. Before the deal with Echo Bridge, the company was self-distributing.

"Joining forces with Echo Bridge provides [us] with a level of distribution and marketing clout beyond anything we've had to this point," Scott Tornek said.