

## Celebrate Love With Your Family & POGO This Valentine's Day

*A fantasy movie every Sunday and Indian Television's favourite 'Just Mohabbat' & 'Hum Paanch' to amuse the young and the young at heart*

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This Valentine's India's number two kids' channel, POGO gives kids several reasons to celebrate the bond of love with their families by showcasing a whole month of Valentine's special programming. POGO pampers its young viewers by celebrating the festival of love with lots of fun and laughter and a charming movie every Sunday in **Lights, Camera, POGO**. The Valentine's Special will see the launch of two of India's favourite shows - **Just Mohabbat starting February 5, 2007** and **Hum Paanch starting February 28, 2007**.

Meet Sabrina, the teenage witch who visits Rome and finds a locket of her aunt Sophia that she has to unlock in order to free and reunite with her beau. So don't miss the funny adventure, Sabrina Goes to Rome, on February 4, 2007. Young kids would love the premiere of the month - Romeo and Juliet Sealed with a Kiss on February 11, 2007. Visit the hidden mermaid colony with Sabrina in Australia, in the sequel Sabrina Down Under on February 18, 2007. Watch Care Bear II - A New Generation, the second series of the original Care Bear movie, on February 26, 2007. The Care Bear Family goes on their first Caring Mission - to stop the evil doings of a demon villain, named Dark Heart, from taking over a summer camp while making the Bears and Cousins vanish forever.

To tickle your funny bone, POGO presents two of the most applauded and comical Hindi series Just Mohabbat and Hum Paanch, this month. Everyone goes through highs and lows in love at a young age but the only comforting factor is the family. And that's what POGO reaffirms in Just Mohabbat, starting from February 5, 2007, Monday to Saturday at 6.30 p.m., through Jai on a roller coaster ride of complex situations that arise out of the most complicated emotion of all - LOVE!

Hum Paanch, starting from February 28, 2007 will take you on a ride with Anand Mathur, whose every single day is fraught with tension over a new problem posed by one of his five daughters - Menakshi, Radhika, Sweetie, Kaajal and Chhoti. However, its only one factor which keeps this family together - LOVE. Watch this hilarious show, Monday to Saturday at 8:00 p.m on POGO. Also check out the candid & outrageous stunts played on an unsuspecting public with hilarious results on Just Kidding, every Monday to Saturday at 9 p.m.

February 5, 2006 will bring Little Red Tractor, an animated series based on the books by Colin Reeder to be aired Monday to Friday at 10.30 a.m. The series follows the exploits of Stan and Little Red Tractor on Gosling Farm, as they prove that one doesn't have to be the biggest to be the best. Also, meet Postman Pat, the Greendale village's postman, Monday to Friday at 1 p.m., as he unhurriedly goes about his rounds, accompanied by a black and white cat Jess. Catch these adorable shows on POGO's pre-school block - Tiny TV!

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### **About POGO**

POGO, a multi-genre channel created exclusively for kids in India, launched successfully on January 1 2004 and is distributed by Zee Turner Ltd. Broadcast via the PAS-10 satellite, POGO is available in over 17 million cable & satellite homes. Catering to kids and their families, POGO offers the best available programming from acclaimed production companies including Ragdoll Ltd., BBC and HIT Entertainment PLC, with such premium titles as: Harry Potter and the Chamber of Secret<sup>TM</sup>, Harry Potter and the Sorcerer's Stone<sup>TM</sup>, Harry Potter and the Prisoner of Azkaban<sup>TM</sup>, Takeshi's Castle and the award winning show M.A.D. ( Music, Art and Dance). Recently, Cartoon Network Enterprises launched POGO merchandise in categories like apparel, innerwear, sleepwear, home entertainment, publishing and M.A.D. Do-it-yourself activity kits.

Turner Broadcasting System Inc., a Time Warner company, is a major producer of news and entertainment products around the world and the leading provider of programming for the basic cable industry.

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