



BEST LICENSEE

Ty's Toy Box

In June, Ty's Toy Box LLC launched TTB Marketplace (www.ttbmarketplace.com), which provides licensees and licensors access to full-suite or a la carte outsourced e-commerce services, including a custom-branded online store, Web site design, online marketing services, real-time sales data and consumer buying analytics, warehousing, logistics and fulfillment, and drop-ship distribution.

Ty's, the leading online multichannel toy retailer, specializes in licensed and entertainment brands—including The Doodlebops, The Wiggles, Strawberry Shortcake, Ben-10, Thomas and Friends, Disney Princess, and many others.

This past year, Big Tent Entertainment and Ty's Toy Box created the first-ever official Domo shop in North America. The shop (<http://domonation.com/shop>) marked the online retailer's first initiative in the teen and tween market. The site carries more than 40 Domo products, ranging in price from \$2.99 to \$59.99, including plush, key chains, pens, and notepads. In addition, Ty's Toy Box distributes Domo



merchandise to independent specialty retailers and college bookstores.

HIT Entertainment partnered with Ty's Toy Box's TTB Marketplace unit in

2007 to expand e-commerce opportunities for its children's entertainment properties. Under the deal, TTB Marketplace will operate and assist in the expansion of HIT's current online store, www.hitshopusa.com, with additional product categories and exclusive items.

"HIT Entertainment has one of the strongest property portfolios in the licensing industry and we are very excited to partner with them in developing and executing an e-commerce strategy that helps launch and nurture new brands while continuing to build upon its existing ones," says Ty Simpson, president and founder of Ty's Toy Box and TTB Marketplace. "The new Hit Shop will provide consumers with a one-stop shopping destination...and will serve as a retail launching pad for new HIT brands."