

HIT Partners With Ty's Toy Box

HIT Entertainment has entered into a strategic partnership with TTB Marketplace to expand its e-commerce strategy for its portfolio of properties including Barney & Friends, Bob the Builder, Angelina Ballerina and Thomas & Friends. TTB Marketplace will assume full operations and assist in the expansion of HIT's online store, www.hitshopusa.com. TTB Marketplace will also work with HIT in developing and executing a fully-integrated e-commerce strategy.

"TTB Marketplace understands that creating a brand-centric and brand-immersive online shopping experience is key to appealing to the fans of our properties and driving sales," says Rob Weisstuch, senior vice president, HIT Entertainment. "TTB Marketplace is a leader in their field and will provide HIT with a complete retail solution that includes everything from the technology platform, product development, purchasing and merchandising to logistics, customer care and search marketing. We are excited to work with them to expand our e-tail presence."