



For Immediate Release

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**TysToyBox.com and AllAboardToys.com Create Integrated Resource for
Online Brands -- Brand Performance, LLC**

**Brand Performance partners with leading licensed brands, licensed suppliers and
retailers to help build and connect brands to their online consumers**

ERLANGER, KY, October 7, 2008 –TysToyBox.com and AllAboardToys.com announced today the launch of Brand Performance, LLC, an overarching internet brand management and development partner for licensed character products. Brand Performance combines a powerful retail network with extensive eCommerce capabilities that enable brands to connect directly to their consumers.

Brand Performance currently owns and operates its own consumer sites – www.TysToyBox.com and www.AllAboardToys.com - and operates official online stores for HIT Entertainment, VIZ Media, Cookie Jar Entertainment, Universal, Big Tent Entertainment, Chorion and other leading entertainment companies.

“The licensing industry needs an internet brand management partner who deeply understands both the eCommerce environment and how to build brands and retail programs successfully online while maintaining brand integrity, individuality and value,” said Ty Simpson, CEO of Brand Performance.

By leveraging its expertise, knowledge and capabilities in building brands and retail programs online, Brand Performance helps companies connect their brands directly with the consumer, translate properties and image assets into high quality apparel platforms, and maximize sales through integrated online marketing programs including search engine marketing and email campaigns.

To best facilitate this extensive service offering, Brand Performance focuses on three distinct areas – Interactive Services, eCommerce Management and Market Research.

“Brand Performance will leverage the success of TysToyBox.com and AllAboardToys.com, bringing profitability and opportunity to all sides of the licensing industry, by creating a new retail network for brands that are underrepresented at major online retailers,” continued Simpson. “Our newly launched direct-to-retail apparel program has proved very successful in its first year, and the online environment is

rapidly changing the way the industry thinks about how product is manufactured and sold.”

About Brand Performance

Brand Performance (www.brandperformance.com) is an online brand management and development partner for licensed character products. Brand Performance combines a powerful retail network and extensive eCommerce capabilities in order to help companies connect their brands directly with consumers. Brand Performance is the parent company of TysToyBox.com and AllAboardToys.com, two of the fastest growing character based independent online toy stores.

About All Aboard Toys

All Aboard Toys (www.AllAboardToys.com) is a leading character-driven online toy store, offering an extensive selection of family-friendly products featuring popular characters including Thomas the Tank Engine™, Disney Cars™, Backyardigans™, Sesame Street™, the Disney Princess™ line and others. All Aboard Toys' products range from birthday party supplies and costumes to toys, clothing, bedding and children's decorative items.

About Ty's Toy Box

Ty's Toy Box, LLC (www.TysToyBox.com) is a leading multi-channel e-tailer of licensed character brands, specializing in the creation, management, marketing and fulfillment of comprehensive, dedicated marketplaces that carry the full breadth of officially licensed product available for each brand. Currently, TysToyBox.com features such popular brands as The Wiggles™, The Doodlebops™, Curious George™, Charlie and Lola™, Care Bears™, Ben 10™, Barney™, Caillou™, Max & Ruby™ and others.

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