

Contacts: George Stolpe
Ty's Toy Box
(859) 282-8697, x. 6

Liz Stahler
Suppertime Entertainment
(310) 454-8825

**TY'S TOY BOX & SUPPERTIME ENTERTAINMENT PARTNER
TO LAUNCH NEW TODDWorld MARKETPLACE**
**Leading Internet Retailer Offers Character Plush, Home Video, Books,
Games, Puzzles & More for Award-Winning Program**

ERLANGER, KY, April __, 2006 – Ty's Toy Box (www.tystoybox.com), a leading online retailer of character licensed brands, announced today it is partnering with brand builder Suppertime Entertainment to launch a new ToddWorld marketplace, offering the full breadth of product available from the award-winning, Emmy nominated series currently airing on Discovery Kids Channel and TLC.

Based on Todd Parr's best-selling children's books, ToddWorld teaches preschoolers about acceptance, tolerance and diversity centering on the theme "It's OK to be different." It's a world of bright colors, bold lines and whimsical details and its mix of messages is always delivered playfully and with a touch of whimsy. ToddWorld has received two consecutive Emmy nominations for Outstanding Children's Animated Program, a 2005 iParenting Media Award as one of the best TV programs of the year, and won a Parents' Choice Award and HUGO Awards.

The ToddWorld marketplace at Ty's Toy Box, which is also directly linked from the official ToddWorld web site (www.toddworld.tv), initially offers the full line of character plush, Todd Parr's best-selling books, home video, games, puzzles, stickers and play sets. More product categories will be added in the future. The Company also will be partnering with Suppertime Entertainment, the branding arm for ToddWorld, on a number of joint marketing initiatives to promote the property, including a sixty-second HIT Entertainment video promo, scheduled to run on HIT preschool releases.

"ToddWorld is a wonderful property that teaches preschoolers moral, emotional and simple skills without preaching," said Ty Simpson, president of Ty's Toy Box. "As the largest online retailer for numerous preschool brands such as The Wiggles, The Doodlebops and others, we seek brands that reinforce positive child development and ToddWorld fits perfectly with our current brand portfolio. Our customers will embrace ToddWorld just as audiences have."

“Ty’s Toy Box is quickly becoming the ‘go to’ retailer for launching and building new brands online,” said Liz Stahler, partner and executive vice president of Suppertime Entertainment. “By having a one-stop-shop where the full line of product is available, ToddWorld fans get an immersive shopping experience that reinforces what ToddWorld is all about.”

#

About Ty’s Toy Box

Ty’s Toy Box, LLC (www.tystoybox.com) is a leading online retailer specializing in comprehensive, dedicated marketplaces for licensed children’s brands. Currently, it is the largest single online retailer for such popular brands as The Wiggles, The Doodlebops (exclusive), Teen Titans, Strawberry Shortcake, The Koala Brothers, Jo Jo’s Circus, Miss Spider’s Sunnypatch Friends, Barney, Caillou, and others. Each marketplace carries the full breadth of officially licensed product available for that brand, including toys & games, apparel, party items, home & room décor, books, home video, arts & crafts, accessories and more, offering fans of each brand a complete retail destination to satisfy their needs.

About Suppertime Entertainment

SupperTime Entertainment (www.suppertimeentertainment.com) is a hybrid creative services company, which develops, markets and licenses children’s properties for Entertainment, Publishing and Merchandise. Established in 1994, the company combines the experience of principals, Liz Stahler, former editor/brand manager of the ***Wee Sing*** book and Home Entertainment series and Gerry Renert, EMMY nominated writer-producer and former Creative Director of ACR/Saatchi Advertising. The company is a Co-Creator and Exec.Producer for the ToddWorld TV series and manages the worldwide merchandise and publishing. Among it’s other properties are the Simon and Schuster book series, **Alien Clones From Outer Space** and the preschool TV series, **Baxter**, developed in conjunction with Porchlight Entertainment.

About Ready Set Learn!

READY SET LEARN! is an award-winning, commercial-free programming block with a curriculum that acknowledges preschoolers innate curiosity and is designed to foster optimism and resilience in their expanding exploration of the world. The Discovery Kids Channel is a 24-hour digital channel that offers fun, engaging, high-quality, real-world programming for kids, building on Discovery’s signature areas of science, adventure, exploration, and natural history as well as a genre just for kids, real-world narrative and its signature animation, RealToons. Each Discovery Kids show gives kids another perspective on the world in which they live and the possibilities available to them. Discovery Kids...it’s really, really real!