

Ty's Toy Box Selects CommerceHub Supply-on-Demand Platform for E-Commerce Supply Chain Integration

Universal Connection Hub™ to Provide Integrated Supplier Connectivity to Support Growth and Expand Online Retail Distribution of Licensed Products

ALBANY, NY - June 19, 2007 - CommerceHub, the Supply-on-Demand platform for supply chain integration and fulfillment solutions, today announced that Ty's Toy Box, LLC, has selected CommerceHub's Universal Connection Hub™ and Drop-Ship Master™ to provide integrated supplier connectivity, support the rapid growth of its multi-channel e-commerce operation and expand online retail distribution and sales of licensed products.

Ty's Toy Box is a leading multi-channel online retailer of character-licensed brands. Its online sales and distribution network includes its core web site at www.tystoybox.com and its store on www.amazon.com. In addition, the Company also operates the official online stores for VIZ Media (www.viz.com), Naruto (www.naruto.com) and Domo (www.domonation.com). Among the brands it carries are The Doodlebops, The Wiggles, Ben 10, Strawberry Shortcake, Barney, Thomas & Friends, Bob The Builder, The Backyardigans, Hi-5 and Go, Diego, Go among others. The Company currently is nominated as 2006 Retailer of the Year by the International Licensing Industry Manufacturers' Association (LIMA).

"With brick and mortar shelf space continuing to shrink and consumers increasingly going online to connect with brands they can't find in store, the licensing industry needs to deploy new online brand-building strategies to capture new sales and new customers as part of their retail development programs," said Ty Simpson, president and founder of Ty's Toy Box. "Through our partnership with CommerceHub, not only can we continue to fuel our own growth but we will be able to expand the availability of brand-licensed product online by offering licensed products and pre-packaged brand boutiques to other leading online retailers."

CommerceHub's Universal Connection Hub™ provides a single connection for Ty's Toy Box to reliably integrate new and existing suppliers without the cost or technical challenges typically associated with connecting trading partners. CommerceHub's Drop-Ship Master™ solution enables Ty's Toy Box to achieve rapid expansion without taking on additional inventory and staff by empowering Ty's Toy Box suppliers to fulfill orders directly to the end customer. The Commerce Hub Supply-on-Demand platform provides Ty's Toy Box complete control and visibility throughout the supply chain and drop-ship fulfillment process and enables the retailer to achieve the same high levels of brand management, fulfillment performance and customer service it has when shipping products directly from its own warehouse.

"We are excited to partner with Ty's Toy Box and support the rapid growth of its e-commerce business," said Steve Hamlin, CEO of CommerceHub. "As the leading provider of e-commerce backbone connectivity we are dedicated to enabling a seamless shopping experience for the Ty's Toy Box customer."

ABOUT TY'S TOY BOX LLC.

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, it features such popular brands as The Wiggles, The Doodlebops, LazyTown, Hi-5, Teen Titans, Strawberry Shortcake, The Backyardigans, Ben 10, Barney, Caillou, Max & Ruby and others. Its multi-channel sales network includes Amazon (www.amazon.com), all major shopping comparison sites and more than 4,500 affiliates.

ABOUT COMMERCEHUB

CommerceHub is the industry's leading provider of fulfillment and integration solutions for retailers and wholesale distribution companies. With nearly a decade of experience working with Top 25 retailers, distribution supply chains and a wide array of major brand name suppliers, CommerceHub manages more than \$1 billion in goods annually on behalf of such industry leaders as Costco, drugstore.com, QVC, Staples, Circuit City, eToys, Kmart, Sears, Walgreen's, Dell, Toshiba, Sanyo, Minolta, Gateway and Little Tikes.

For information on the CommerceHub Supply-on-Demand platform, Universal Connection Hub, and Drop Ship Master our website at www.commercehub.com.

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