



HiT entertainment

Edward (E.J.) Minor
Vice President, US Retail Development & Marketing
HIT Entertainment

E.J. Minor, Vice President, US Retail Development & Marketing, HIT Entertainment, has more than 12 years of experience in consumer products marketing and brand management. In his current role, Mr. Minor oversees all of HIT's retail development and marketing initiatives in the US based around the Company's portfolio of classic preschool brands including *Angelina Ballerina™*, *Barney™*, *Bob the Builder™* and *Thomas & Friends™*. Previously, Mr. Minor served as Vice President, Marketing, HIT Toy Company, where he was part of the management team that launched the successful *Thomas & Friends TrackMaster™* toy line.

Prior to that, Mr. Minor served as Director of Marketing for various toy brands at the Hasbro Toy Group including Sports Action (Nerf, Super Soaker) and the TONKA and PLAY-DOH brands. As Director of Marketing, Sports Action, he was responsible for three brands generating \$200 MM at retail and developed the strategic plan for the toys and licensed consumer products. During his time as Director of Marketing, Hasbro for TONKA, he increased retail shipments by 20%, and as Director of Marketing for PLAY-DOH, he led the brand to the highest historical revenue year in 2003 and developed the brand's innovative Arts & Crafts line.

Before his tenure at Hasbro Toys Group, Mr. Minor served as Senior Marketing Manager responsible for Winnie The Pooh Toys at Fisher-Price Brands, a subsidiary of Mattel Incorporated. There he led a team of marketing and product design members and was named "Most Valuable Marketer" in 2001 by the Fisher-Price sales force.

Mr. Minor started his career in toy brand management at Arcotoys, Inc., A Mattel Company, where he served as Associate Product Manager for Nickelodeon (*Rugrats*) and Male Action Business, and Assistant Product Manager, Girls Customized Business (Barbie®, CPK).

Mr. Minor received his BS in Consumer Economics from Cornell University.