



HiT entertainment

Jeff Deverett

**Senior Vice President, Home Entertainment, North America
HiT Entertainment**

Jeff Deverett, Senior Vice President, Home Entertainment, HiT Entertainment, North America, has more than 20 years of experience in home entertainment and film production. In his current role, Mr. Deverett oversees and sets strategy for HiT's Home Entertainment releases in the US and Canada and also manages cross-functional strategies between home entertainment and licensing and live events surrounding the Company's portfolio of classic preschool brands including *Angelina Ballerina™*, *Barney™*, *Bob the Builder™*, *Thomas & Friends™* and more. Previously, Mr. Deverett served in a consulting capacity for HiT Entertainment where he was responsible for restructuring the North American Home Entertainment business, negotiating the deal with Lionsgate Films to distribute HiT's titles.

Prior to joining HiT, Mr. Deverett served as President, Canada, and Senior Vice President, International, of Anchor Bay Entertainment, a division of Liberty Media. At Anchor Bay, he was responsible for sales, marketing, operations and profitability for the Company's DVD and television distribution in Canada, the UK and Australia.

Before that, Mr. Deverett was President, Canada, and Executive Vice President, International, of SPAR Corp, a retail merchandising business where he oversaw a Canadian staff of 225 and worked to develop several other international territories for the company. He was also the President & CEO and owner of Kaboom! Entertainment Inc. and Impulse Merchandising Services, and has held senior executive positions at various other television and home entertainment distribution companies in Canada.

In addition to home entertainment distribution, Mr. Deverett has over eight years of experience in producing children's television and films. Most recently, he was Producer and Executive Producer of *King of the Camp*, a feature film in 2007.

Mr. Deverett holds an LLB from Osgoode Hall Law School in Toronto, Canada, and a BA in Commerce and Computer Science from the University of Toronto.