



HiT entertainment

Peter Byrne
Executive Vice President,
Worldwide Consumer Products
HiT Entertainment

Peter Byrne, Executive Vice President, Worldwide Consumer Products has more than 20 years experience in both Licensing and Consumer Products. In his new role, he will be responsible for the Company's worldwide licensing, promotions, brand and retail marketing, and creative services for HIT's classic portfolio of preschool brands, including *Bob the Builder*[™], *Barney*[™], *Thomas & Friends* and *Angelina Ballerina*[™]. In addition, he is responsible for the Company's Live Events strategy and its theme park ventures.

Prior to joining HIT, he spent four years as Executive Vice President of 20th Century Fox's Global Licensing and Merchandising division, overseeing both the Television and Film roster for Consumer Products. During his tenure in the US he oversaw the company's largest theatrical merchandise campaign in support of the animated feature *Robots* and the US re-launch of the animated series, *The Simpsons*.

Mr. Byrne originally joined Fox in 1997 as Managing Director, Europe, launching the company's European licensing operations and then expanding its reach to include all other international territories. After having successfully built an international licensing program for *The Simpsons*, highlighted with a LIMA award for International License of the Year in 2000, Byrne moved to Los Angeles to head up the company's Worldwide Licensing and Merchandising operations.

Previously, he worked for Sara Lee Corporation as Vice President, Northern Europe. He also served as Managing Director, Germany for Fruit of the Loom and as Marketing Director, Europe, Fruit of the Loom.

Byrne also held a number of senior sales and marketing positions in the toy industry with both Kenner and Matchbox.