



TOMY International's Fat Brain Toys Appoints Executive Vice President

April 29, 2024, OAK BROOK, IL - TOMY International announced that Jeff Jackson will be joining Fat Brain Toys as Executive Vice President effective immediately. Building upon their success, Jeff will be working alongside founders Mark and Karen Carson to further their vision for growing the Fat Brain brand.

Jackson joins Fat Brain Toys as a seasoned executive in the toy industry. He has over 25 years of progressive commercial leadership experience in eCommerce, marketing, sales, and strategic brand development. Jackson held several leadership positions during his tenure at Hasbro, where he successfully helped reimagine and grow some of the world's top toy and entertainment brands. He also served as Senior Vice President of Global Amazon and eCommerce, leading the commercial team's digital transformation. Before joining Fat Brain Toys, Jackson was the General Manager of Hasbro Canada.

"Jackson is a distinguished executive in the play and entertainment industry with a wealth of experiences ranging from eCommerce and channel strategy to general business management," said Mark Carson, President of Fat Brain Toys. "We are delighted to welcome him to Fat Brain Toys and look forward to leveraging his expertise as we grow the Fat Brain business."

Regarding his appointment, Jackson expressed, "I am eager to advance the strategic direction established by co-founders, Mark and Karen and the entire team. Fat Brain Toys boasts an impressive portfolio of innovative toys and games that have captured the hearts of both parents and children alike, and I'm excited to help take this playful offering to new heights."

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About TOMY:

TOMY International (www.tomy.com) is a leading global designer, producer, and marketer of a broad range of innovative, high-quality toys sold to preschoolers, youths and adults under the TOMY® and Ertl® brands as well as products for parents, infants and toddlers marketed under Lamaze®, The First Years®, JJ Cole® Collections and Boon® brands. TOMY International's mission is to make the world smile. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North and South America, Europe and Australia. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd. (Tokyo Stock Exchange Code No. 7867). © TOMY.

About Fat Brain Toys

Fat Brain Toys is one of the nation's leading direct-to-consumer toy companies. Unlike mainstream alternatives, Fat Brain Toys creates and curates quality toys, games, and clever gifts that enable

children to learn through pure, authentic play. Fat Brain Toys' products are available at leading retailers around the world, including their own website, www.fatbraintoys.com