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MARK HOLLYWOOD JOINS THE REDEMPTION PLUS TEAM

His industry expertise will help plan for today and prepare for tomorrow

LENEXA, KS (July 6, 2010) – [Redemption Plus](#), the leading distributor of redemption prizes, incentive merchandise and management consulting for the family entertainment and learning center markets, has hired Mark Hollywood to serve as VP of Product Solutions.

Mark will be responsible for managing the complete line of merchandise required to fulfill the needs of Redemption Plus' multiple distribution channels. His first objective is to expand the company's existing sourcing and manufacturing presence in Asia, in turn offering more new and unique products. The addition of new supply partners will also assist in reacting even quicker to hot trends and manage inventory more effectively and efficiently. Secondly, he will help develop new brands and products to bring increased value to customers and clients. Finally, he will build on the assortment of specialty and customized items available.

Mark previously served as President of Toy Network, a division of Manley Toys Ltd., where he was responsible for all US and Hong Kong operations. Earlier on, Mark was Director of Business Development and Sales, helping facilitate the transition from a Hong Kong based direct import company to a US operation with multiple office and warehouse locations. He coordinated sales to major US and European customers and distributors such as Six Flags, Paramount Parks, Cedar Fair, Universal Studios, and Anheuser Busch properties.

Mark was a founding partner of Global Amusement Consulting, specializing in operational and consulting for amusement and entertainment based facilities. He co-founded Emerald Toy, serving as both Director of Merchandise and Product Development, and Vice President.

Mark began his career as Retail and Attractions Manager with Premier Parks, which then expanded to become the largest regional theme park operator in the United States, eventually acquiring Six Flags. Mark served as a Director of Revenue within the Six Flags organization, overseeing their Retail, Games, Coin Operations, Attractions, and Rental departments.

"Mark brings a wealth of industry experience to this position," said Ron Hill, President of Redemption Plus. "We are excited to have him join our team."

About Redemption Plus

[Redemption Plus](#) is North America's premier source for redemption toys and incentive merchandise. The company makes it easy for Family Entertainment Centers and Educational Learning Centers to deliver a positive customer experience with redemption prizes, novelty plush, crane & merchandiser kits, and party goods. A wholesale toy distributor with 15 years of trusted industry expertise, Redemption Plus provides management consulting to help customers attract and entertain guests while maximizing profitability. For more information on Redemption Plus, please visit [RedemptionPlus.com](#) or call 888.564.7587.