

MEG

COMPANY OVERVIEW

MEG is a Manhattan Beach, California-based product development, manufacturing and licensing company specializing in children's character lines, toys and licenses. Led by company President Joe Morrison, MEG is a collaborative collection of children's product experts from various aspects of the industry.

MEG's current product launch, Stink Blasters™, is generating international interest and buzz with its introduction of 24 collectable figures, trading cards, vehicles and play sets. MEG is an offshoot of Morrison Entertainment Group, founded by Joe Morrison and partner John Weems. Morrison Entertainment Group is responsible for the success of Monster In My Pocket, Puppy In My Pocket and other "In My Pocket" brands, which have sold over \$120,000,000 in various product forms since the introduction in 1991. The "In My Pocket" brand has been licensed internationally to over 120 different companies in 40 countries. In addition, the brand has also been licensed for comic books, trading cards, an animated television special, video games, and has been featured in over 50 major consumer promotions. A recent new product introduction, Chubby Puppies is currently in mass-market distribution and was released as a series of Scholastic books in 2002.

In 1996 Morrison Entertainment Group invested in and partnered with U.K.-based Corinthian Marketing PLC to set up a U.S. division, whose purpose was to license, develop and market a line of sports figures in the U.S. The brand was named Headliners and the company obtained the major U.S. sports licenses (MLB, NBA, NFL and NHL). Morrison was CEO of that company. From a start-up in April 1996, the company was built to \$16,000,000 in sales in 1997. In April 1998, Corinthian Marketing U.S. was sold to Equity Marketing. As a part of the sale, Morrison agreed to become an executive of Equity Marketing, while continuing to operate Morrison Entertainment Group. Morrison was President of Promotions and Consumer Products for his two-year contract with Equity Marketing.

Prior to starting MEG, Morrison was Executive Vice President of Marketing at Mattel, managing over 350 people and an operating budget of \$25,000,000. While at Mattel, Morrison launched numerous new products and initiatives, including the He Man and Masters of the Universe product line; he started Mattel's television and licensing division; revitalized the Hot Wheels Division; and with many products and projects he directed, set toy industry standards for innovation and success. In addition to Morrison, other key management at MEG involved in the Stink Blasters launch include Paul Speed, Partner; Daniel Senton, Vice President of Operations; and Barbara Lewis, Vice President of Marketing and Licensing.