



## PARRAGON ANNOUNCES THREE NEW SENIOR MANAGEMENT APPOINTMENTS

For Immediate Release

**BATH, UK, 23 APRIL, 2015** Following last year's launch of a new Kit & Gift division and the recent announcement of a major new license with Disney for Colour, Sticker and Activity books in North America, Parragon, today announces three new senior management appointments:

- **Wendy Friedman**, current *President and Chief Operating Officer, Parragon International* is promoted to the role of *President - Creative, Parragon*.
- **Darren Witherall**, current *UK Managing Director, Parragon* is promoted to the role of *President - EMEA, Parragon*.
- **Kim Brown**, current *Senior Vice President Merchandise* at Baker & Taylor and former *Vice President* at Barnes & Noble will join Parragon as *President - North America, Parragon*.

### **President – Creative, Wendy Friedman**

As 'President - Creative', Wendy Friedman will be responsible for setting the top level creative direction for all of Parragon's product output across its Books and Kit & Gift divisions. Through bringing Creative under a single head with dedicated specialist teams underneath, Parragon will be able to develop content faster and ensure it is used in the most effective product categories available for that content. Global Marketing and Global Co-edition/Rights Sales will also be managed under this role.

### **President – EMEA, Darren Witherall**

As 'President – EMEA', Darren Witherall will be responsible for all of Parragon's trading businesses in the UK, Australia and New Zealand, India and Germany. This new appointment will ensure that Parragon, in addition to offering outstanding book and gift product, can maximize the market distribution for this product across EMEA, share best practice and offer innovative solutions to retail partners.

### **President – North America, Kim Brown**

As 'President – North America', Kim Brown will be responsible for all of Parragon's trading activities in North America. In March 2015, Parragon was awarded the highly sought after license to publish Disney and Disney/Pixar colouring, sticker and activity books in North America and this partnership positions Parragon as a major distributor of licensed books in the largest market in the world. Kim will seek to emulate the huge success Parragon and Disney have achieved together in other markets such as the UK, Australia, Germany, India and Latin America and generally grow Parragon's business in North America across Books and Kit & Gift. Kim's retail, distribution and book experience will bring new insights to our business.

All three will report directly to Paul Taylor, CEO DC Thomson Consumer Products (parent company of Parragon).

**Paul Taylor, CEO DC Thomson Consumer Products, explains:** *"The retail market and book market globally are undergoing profound structural shifts and the speed of this change is likely to accelerate further. Parragon wants to be at the forefront of adapting to this and this means we need to be both innovative with our content and innovative in how we get this content to consumers with our retail partners. These appointments will strengthen our ability to achieve these goals"*

Parragon's new senior management appointments will be effective from 1<sup>st</sup> May 2015.

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### **About Parragon**

Parragon is a leading global content creator of books and gifts for all ages. It is also one of the largest licensed publishers in the world, representing brands such as Disney, Marvel, Mattel, Nickelodeon and Discovery Kids. For more than 25 years, it has produced innovative and high-quality product formats that have delighted consumers and inspired a lifelong love of books, games, learning and play. Parragon conceives and creates more than 2000 new product concepts annually and distributes over 50 million dynamic books and gifts to more than 35 global markets. For more information, visit [www.parragon.com](http://www.parragon.com).

### **About DC Thomson Consumer Products**

DC Thomson Consumer Products is a multinational business that creates and distributes consumer products for children and adults in the categories of books, stationery, gifts, toys, homewares and accessories for men and women. It operates through two main businesses, Parragon and Wild & Wolf, targeting premium, specialty and mass sales channels around the world.

### **About DC Thomson**

DC Thomson is a private company and one of the leading publishing houses in the UK. The company is headquartered in Dundee, Scotland, with a London base in Fleet Street. DC Thomson publishes newspapers, magazines, comics and books and also has interests in radio, printing, retailing and online services.