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Patch Products introduces new games and toys at Toy Fair

BELOIT, Wis.—In February, Patch Products attended *The American International Toy Fair* in New York City, where they introduced a variety of new games and toys.

For more than 25 years, Patch Products has delivered high-quality, innovative and family-friendly games and toys that spark creativity and provide laughter and fun for all ages. Patch's tradition of excellence continued when they released their new 2010 line-up at Toy Fair which included an exciting new mix of products such as new preschool activities, family games and a new party game.

Expanding their preschool line was an important priority for Patch this year with four new releases. Patch brings adventure and fantasy to puzzles with their new *3D Sneaky Puzzle*®, *Singin' Sea Creatures*™ (\$14.99) for ages 3 and up. After building the puzzle, kids will be astonished as they slip on the sturdy 3D glasses and see the fish and their friends in a whole different way! Patch also revitalized their *Lauri*® *Crepe Rubber Puzzles*™ (\$9.99)—the puzzles now come with a smaller piece count, but bigger pieces, for ages 1½ and up.

In addition, Patch launched two new beginning *Lauri* construction toys: *Locktagons*™ (\$24.99), which allows children to explore their imagination with freeform creations, and *Tall-Stacker*™ *Mighty Monkey*™ *Pegs & Pegboard Set* (\$19.99)—a unique, colorful monkey pegs set that helps build essential hand-eye coordination, fine motor skills and beginning math concepts during play.

Patch also debuted three new games that are stirring up the game industry. *Stir 'em Up!*™ (\$17.99) takes word games to a whole new level with flipping and switching double-sided letter tiles. *Word Shout*™ (\$6.99), Patch's new dice game, has players thinking and talking fast as they roll the 10 letter dice and try to form words from the letters. *5 Second Rule*™ (\$24.99) was a crowd pleaser as players tried to race against the clock and name three things in five seconds!

While at Toy Fair, Patch received some great news! Patch Products' CEO, Bob Wann, was named as a new member to The Toy Industry Association's board of directors. Overall, eight toy manufacturing executives were named as new members of the Board of Directors for a two-year term beginning February 2010. In 2012, they will be eligible for consideration for a second two-year term.

The American International Toy Fair is the largest toy trade show in the Western Hemisphere. More than 25,000 people, including buyers, retailers, trade guests, media and exhibiting staff from 85 countries attended the show. The attendees were exposed to over 1,200 exhibitors who showcased an estimated 100,000 toys, games and youth entertainment products.

For more information about Patch Products, visit patchproducts.com or call 1-800-524-4263.

About Patch Products

Patch Products, headquartered in Beloit, Wis., is a leading manufacturer and marketer of family entertainment products. Games, puzzles, activity kits, collegiate-licensed foam sports toys and classroom teaching tools are the core product lines. Top-selling brands include *Buzzword*®, *What's Yours Like?*®, *Toss Up!*®, *Swap!*®, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. For more information, visit patchproducts.com.

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