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Contact

Jessica Wineke
Patch Products, Inc.
(800) 524-4263, ext. 246
jessicaw@patchproducts.com

Patch Products celebrates 25 years in business!

BELOIT, Wis.—This month, Patch Products, a family-owned toy and game company, is celebrating its silver anniversary. Over the last 25 years, Patch has been at the forefront of the toy industry and has gained a reputation as a leading manufacturer and marketer of family entertainment products.



What started as a small puzzle and printing company in 1985 has evolved into a highly successful toy and game company that manufactures and distributes 493 products.

The company began with two young, ambitious brothers and the dream of bringing great service and high quality, affordable products into homes.

Today, Patch's mission remains the same as it continues to grow and aggressively expand. In the past two years Patch has made four strategic business moves, beginning with the purchase of Smethport Specialty Co. including the Lauri® brand in August of 2008, which expanded specialty product and distribution. In February of 2009, the company became the exclusive U.S. distributor of Überstix™, a line of interactive building toys. In April of 2009, Patch announced new appointments to key executive positions: Bob Wann was appointed CEO, and Brian Maxwell was appointed President. Recently, the company signed four new license agreements: The Jim Henson Company's Sid the Science Kid™ and Dinosaur Train™, Are You Smarter Than A 5th Grader?® and Garanimals®.

"Twenty five years is a major milestone and I'm proud that Patch Products has remained a constant in the toy and game industry," said Chairman Fran Patch, who started the company with his brother, Bryce Patch. "We would like to thank all of our dedicated customers, amazing employees and the many others who have embraced and supported our products for the past 25 years—the best is yet to come."

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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