

FOR IMMEDIATE RELEASE**Contact**

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

Patch Products Brings Classic Children's Books to Life With Their New Tales to Play Line

Patch Products expands their game line with new games that feature colorful game boards, 3D accessories and realistic character pawns from favorite children's tales.

BELOIT, Wis.—Nothing took you to a more magical place as a child than your favorite books. Classic tales such as Mother Goose, The Little Engine That Could™, The Berenstain Bears™ and Where the Wild Things Are™ not only sparked imagination, but also helped shape children's lives. Now you can bring those favorite classic tales to life with Patch Products' new *Tales to Play™* Line.



If you love the book, now you can live the game with colorful game boards, including 3D accessories and pawns featuring children's favorite characters. Each game is an adventure, much like the ones children read about in books, and each time you play you'll experience the magic and whimsy of a great story being told. The games even come in fun packaging that looks like a big book! Simply open the cover to get a sneak peek at what's inside.

The *Mother Goose Game* brings everyone's favorite nursery rhymes to life with beautifully sculpted pawns, a unique Mother Goose spinner and a fun egg-collecting race! Children will love the exciting play and the warm connection with their favorite rhymes. For ages 3 and up.

In *The Berenstain Bears™ Learn to Share™ Game*, Mama, Papa, Brother and Sister Bear are brought to life as kids race around the board. Drop the die down the tree house slide to roll, move your bear or draw a card that will tell you about a nice behavior or one that could cause some trouble. Kids love the fun role play and trying to be the first to reach Mama and Papa Bear! For ages 4 and up.

The Little Engine That Could™ Game, licensed through Universal Partnerships & Licensing, brings the inspirational story to life with brightly-colored train engines and a large hill for the trains to climb. Each player draws cards and moves their trains toward the hill, climbs up it while chanting, "I think I can, I think I can, I think I can" and zooms down the hill with a loud, "I thought I could!" For ages 4 and up.

For older children, try the *Where the Wild Things Are™ Game*! Kids get to imagine they are Max, travelling to the forest and becoming king of the wild things as they roll their dice and draw cards that help or hinder their journey. Once they reach the top of the hill and get their ring, they race to be the first Max home to win! For ages 6 and up.

Just like the beloved stories, these games will excite your kids and remain in their memories for years to come. Children will love to live in a fantasy world filled with their favorite characters

and parents will jump at the chance to relive those nostalgic moments that bring back those treasured childhood memories.

For more information on Patch Products and the *Tales to Play* line, 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?*[®], *5 Second Rule*[®], 3D Sneaky Floor Puzzles[®], Bed Bugs[™], *Toss Up!*[®], *Swap!*[®], *Smethport*[™], *Lauri*[®], *Tall-Stacker*[™] and *Wooly Willy*[®]. Log on to patchproducts.com for additional information.

About Nelvana Enterprises

Nelvana Enterprises is owned by Corus Entertainment Inc., a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, Nickelodeon (Canada), W Network, CosmoTV, VIVA, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CFOX, CKOI, 98.5 FM, Q107 and 102.1 the Edge. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto Stock Exchange (CJR.B). Experience Corus on the web at www.corusent.com.

About Universal Partnerships & Licensing

UP&L oversees Universal's consumer product licensing, film and home entertainment promotions, and all corporate alliances for Universal's theatrical, home entertainment, theme parks and stage productions. This dedicated division is also responsible for monetizing the Studio's vast library of films and characters through licensing, branding and marketing opportunities. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

The Little Engine That Could is published by Penguin Group, a division on Penguin group USA. Penguin's classic version published since 1930 has sold more than 10 million copies in the English language. In it, a train of toys is stranded when its engine stalls. The train desperately needs another engine to take it over the mountain so that all of the children there will have toys to play with and good food to eat. But none of the big, important engines will help them. Luckily, the Little Blue Engine comes along. She is small, but she has confidence that she can do it—and she does!

The Little Engine That Could TM Penguin Group (USA) Inc

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

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