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Toy Fair 2011 was a Huge Success for Patch Products

BELOIT, Wis.— In February, Patch Products attended The 108th American International Toy Fair in New York City, where they introduced a variety of new games and toys.

For more than 26 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 2011 line-up at Toy Fair, which included an exciting new mix of products such as preschool activities, family games, children's games and much more.

Patch has really put their best foot forward this year—one of their party games, *5 Second Rule*®, was a nominee for Game of the Year from the Toy Industry Association. They've also obtained several new licenses that will greatly enhance their brands, and they have sprinkled innovative new products among timeless favorites.

Expanding their preschool line was an important priority for Patch this year with two new releases. With their *3D Sneaky Floor Puzzles*® being such a huge success in its first year, Patch decided to expand their line to include two very popular preschool licenses: *SpongeBob SquarePants*™ and *Dora the Explorer*™! Patch also introduced a new travel item, *Design 'N' Doodle*™ which combines two activities in one—imaginative magnetic play and expressive drawing with dry-erase! Kids can use the dry-erase markers to draw on the scenes, or to color the magnets! *Design 'N' Doodle* comes in 5 different titles: *Dora the Explorer*™, *SpongeBob SquarePants*™, *Cool Rides*™, *Runway Model*™ and *Silly Zoo*™.

Patch continues to build upon their classic brands including *Wolly Willy*® and their successful *Lauri*® *Tall-Stacker*™ line. *Wooly Willy Twist 'N' Doodle*™ takes the classic 1955 *Wooly Willy* to a whole new level! *Twist 'N' Doodle* lets kids scroll through 10 different images filled with new characters and a variety of scenes to doodle on. The *Lauri Mighty Monkey*® *Playset* expands pegging with imaginative play. A versatile building set, kids can stack colorful pegs and create different configurations for their monkeys to play! The playset includes *Mighty Monkey Pegs*, *Tall-Stacker Pegs*, a tree house, swing, slide, diving tank, cute monkey figurines and much more!

Patch also debuted four new games that are sure to be big hits among the game industry. Expanding on their highly successful *Farkle* brand, Patch introduced *Farkle Frenzy*[™], a new family game that adds a twist to the Patch *Farkle* dice game, which includes simultaneous game play and the use of a common die. *Love It! Hate It!*[™], Patch's new party game, brings laughter and fun to everyone who plays as they read scenario cards out loud and try to guess what their friends would love and hate to do. *Swivel*[™], a game the whole family will love, puts a twist on the classic four-in-a-row game and uses secret colors, sneaky moves, wild tokens and a 3D game board that twists. *100 Wacky Things*[™] was a big crowd pleaser with cards that make players do ridiculous things such as salute the wall, put on an elephant nose or get up and sing happy birthday.

In addition, Patch launched a new line of children's games based on classic children's stories. *Tales to Play*[™] is all about loving the book and being able to relive it in a game. Each game allows families to experience their favorite classic books in board game form with three-dimensional game boards and realistic, sculpted play pieces. *Tales to Play* comes in four different titles: *The Mother Goose Game*, *The Berenstain Bears*[™] *Learn to Share*[™] *Game*, *The Little Engine That Could*[™] *Game*, *Where the Wild Things Are*[™] *Game*.

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 91 countries attended the show. The attendees were exposed to nearly 1,100 exhibitors who showcased more than 100,000 toys, games and youth entertainment products.

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

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.

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