

What's hot in the toy industry? Ask Patch!

Game and Toy Trends



3D Carrying Over to the Toy Aisle

2010 will be a big year for 3D entertainment, as movie studios release more 3D films and 3D TVs, Blu-ray players and TV channels start to appear, 3D technology is going to stay on everyone's minds. 3D will also be carrying over to the toy aisle with Patch's new *3D Sneaky Puzzles!* Patch's *Sneaky Puzzles* come with high-quality, sturdy ChromoDepth® glasses that give consumers a complete visual experience and great graphics for a real-life feeling.

Affordable

With our current economic situation, people are thinking twice about high-priced activities like dining out, going to the movies or attending sporting events. Instead, consumers want to go back to the basics with items that are economical and have a high play value such as board games and toys. **Many of Patch's games and toys are \$25 and under and appeal to many members of the family. Some great value-priced propositions include games and puzzles, activity toys and construction toys that can be played with and by children of multiple ages.**

Going Green

Green toys continue to be a popular trend this year! Maintaining the earth and environment is a crucial issue with families and even more so with children as they learn about this in school. **Patch's Überstix Scavenger Series kits stand out as the first toys to reward kids for recycling and introduces them to "upcycling"—the art of transforming recyclable waste into something of greater value! An Überstix collection can be expanded using everyday items such as paper clips, Popsicle® sticks, plastic bottles and spoons. In addition, Überstix is also engineered to work independently and integrate with all major build systems.**

Retro Rewind

This year you may find yourself playing with some of the toys from your childhood. Retro toys are making a comeback as parents buy the toys they remember from their childhood as gifts for their own children. Simpler toys and games often make a good choice for children, especially if you want to encourage creativity without relying on technology. **New for 2010, Patch will bring back three popular classics: *Yakity-Yak Talking Teeth* (1949), *Bed Bugs* board game (1985) and *Shark Attack!* board game (1988).**

Educational

Toys and games that can be fun and engaging and also provide an educational benefit are popular with consumers. **Patch makes learning fun and enjoyable with their educational puzzles, pegging, preschool games, family games and Smethport and Lauri lines.** Many of our products aim to improve literacy, science skills, cognitive thinking, math and problem solving, self-esteem, language skills and more.

Fun with Science

Science kits and discovery activities will continue to increase in popularity as more and more consumers realize the importance of a solid science foundation for their children. Children love to experiment with their world and figure out how things work. **Patch's new *Sid the Science Kid Science Kits* let kids do just that! In these kits, kids will have hands-on play while they do actual science experiments. The kits come with a journal and allow kids to ask questions and explore the answers!**

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