

## *Forty Years of Excellence*

Celebrating our 40th anniversary in 2006, Playmates is among the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in the creation of profitable, long-term franchises. We have built lasting toy brands inspired by some of the most successful and enduring character and entertainment licenses and have complemented these licensed products with an equally strong portfolio of category leading, proprietary brands. Our current product offering is representative of the healthy balance that we maintain between these two complementary business segments.



As we enter our fifth decade, our experience, expertise and passion for enhancing the positive value of play will continue to benefit our customers, our business partners and our shareholders.

