



NEWS RELEASE

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FOUR NEW ALEX® PRODUCTS WIN OPPENHEIM TOY PORTFOLIO PLATINUM AWARDS



[Northvale, NJ – September 27, 2011] – ALEX, the premier brand of creative toys and children’s lifestyle products, is proud to announce that four new products — **My Busy Town**, **My 3D Zoo**, **Eco Crafts** and **Fab Badge Maker** — have won the prestigious **Oppenheim Toy Portfolio Platinum Award**. Stephanie Oppenheim, the publisher and co-founder of The Oppenheim Toy Portfolio, announced the 2011 Platinum Award winners on this morning’s NBC Today Show.



“These four products received the highest ratings from our testers for quality, design and most importantly, fun!” explained Stephanie.

The ALEX Jr. **My Busy Town** provides babies with 5 sides of discovery and fun! Made with sustainable wood, the brightly-colored cube contains lots of playful activities including curvy bead mazes, peek-a-boo-doors, spin and match animals, turn and learn ABC tiles and racing vehicle rollers. For ages 10 months and up, the cube with bead maze measures 16”H x 12”H x 12”D.



“**My Busy Town** is a fresh new update on a classic toy for toddlers,” said Stephanie.

“There’s plenty to explore and the quality of the piece suggests this will be one you’ll be handing down to family and friends.”

Make 10 three dimensional animals with **My 3D Zoo**. The eco-friendly puzzle, made with recycled paperboard, water-based varnish and soy ink, is part of the ALEX Little Hands line of products designed specifically for preschoolers. Mix and match the chunky pieces to create your own creatures, too.



“**My 3D Zoo** is simply just fun! Our testers really enjoyed making their own original animals!” said Stephanie.



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Eco Crafts lets you create 20 easy Earth-friendly crafts with recycled stickers, papers and pencils! Just layer and stick to make animals, puppets and jewelry. The kit, for ages 6+, includes 428 stickers and shapes, 6 recycled colored pencils, craft sticks, wooden spoons, fork and spatula, wooden buttons, spools and beads, string, ribbon, glue stick, tissue papers and easy instructions.

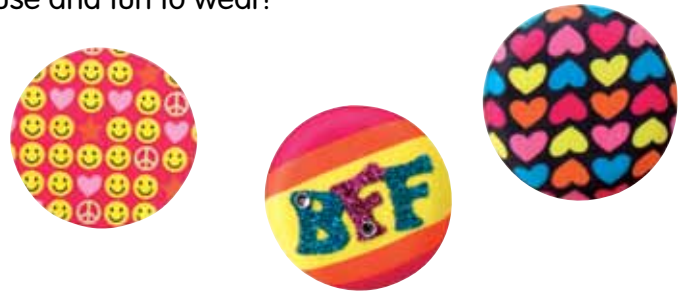


“The open-ended nature of this green kit makes it a perfect activity for play dates,” said Stephanie.

Make 10 fabulous fabric badges with **Fab Badge Maker**. Add sparkle with glitter sticks and gems! For ages 7+, the kit includes 10 badges, badge maker, 12 fabric circles, 12 glitter stickers and gems and easy instructions.



Stephanie raved, “**Fab Badge Maker** was one of the hits of the season — easy to use and fun to wear!”



About the Oppenheim Toy Portfolio

Founded in 1989 by child development and toy experts, Joanne Oppenheim and her daughter Stephanie Oppenheim. The organization does not accept entry fees for reviewing products. All award winners are reviewed by the Oppenheims for age-appropriateness and fun; they are then tested by their network of kid testers all over the country. The Oppenheims are contributors to NBC’s TODAY Show.

About ALEX®

From its beginnings in 1986 with the creation of a plastic lunch box filled with arts & crafts supplies, ALEX® has grown into the preeminent manufacturer of children’s creative products having designed and produced over 1,000 items in expanded categories of toys: imaginative and dramatic play, fashion and jewelry, whimsical children’s furniture, Rub A Dub® and, Tub Tunes®, bath toys, ALEX Little Hands® preschool products, and ALEX Jr. for baby.

ALEX® products are sold in over 80 countries in the upscale specialty market through a myriad of retail stores, catalogs and websites. Over 50 million products have been sold in the last 10 years. For more information on these outstanding toys, please visit www.alextoys.com or www.facebook.com/alextoys.