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ALEX TOYS[®], POOF-SLINKY[®] and ZOOB[®] Come Together Under New Collective Brand Identity

Introducing the ALEX BRANDS[™] Family of Leading Toy Brands

Northvale, NJ, January 29, 2014 – ALEX TOYS[®], POOF-SLINKY[®] and ZOOB[®] announced today the formation of [ALEX BRANDS[™]](#), a family of brands which includes some of the most iconic names in the toy industry, including [ALEX TOYS[®]](#), [POOF[®]](#), [SLINKY[®]](#), [SCIENTIFIC EXPLORER[™]](#), [IDEAL[®]](#) and [ZOOB[®]](#).

The ALEX BRANDS[™] mission is to provide high quality, innovative and trend-leading toys for infants to tweens that encourage exploration, build confidence, and introduce valuable skills that can last a lifetime.

From classic, timeless toys and games to open-ended activities that emphasize children’s developmental needs, ALEX BRANDS[™] lends itself to a lifestyle of creative and active play. The collective portfolio, sold worldwide, includes over 2,000 products spanning the diverse categories of games, science kits, preschool and infant toys, construction sets, craft activity kits, art supplies, bath toys, Made in the USA foam sports balls, and the iconic SLINKY[®].

ALEX BRANDS[™] will be operated out of both Canton, Michigan and Northvale, New Jersey, and will be headed by Fred Keller, President.

“Operating as a unified family of brands with a fresh approach to product development, sales and marketing will best support our commitment to providing meaningful growth opportunities for all of our retail partners,” says Keller.

The recent consolidation of design and product development within the internal team in Northvale, NJ has enabled a heightened focus on innovation and trend leadership. At Toy Fair 2014 in New York City (Booths #2133 and #2237), the ALEX BRANDS[™] platform will showcase its efforts, with the introduction of over 150 new items across all its brands.

“We can now also enjoy greater sales and marketing efficiencies, which will translate into increased consumer awareness and demand for all of our product lines, which we believe is a big win for everyone,” says Andy Bailen, Executive Vice President of Merchandising & Marketing. “We will continue to fulfill a need in the marketplace among retailers and consumers for engaging, creative play that offers a counterpoint to digital and video games, just as our award winning toys have been doing for years.”

ALEX BRANDS™ is a portfolio company of Propel Equity Partners, a private equity firm focused on investing and creating value in leading consumer brands. Propel Equity Partners acquired POOF-SLINKY® in July 2012, FUNDEX GAMES® in December 2012, ALEX TOYS® in May 2013, and ZOOB® in September 2013. Additionally, the ALEX BRANDS™ family includes CADACO®, acquired in 2010, and SCIENTIFIC EXPLORER™ and FUZZOODLES, acquired in 2011.

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About ALEX BRANDS™

The ALEX BRANDS™ family includes some of the most highly recognizable and award winning toys in the industry. [ALEX TOYS®](#) provides high quality toys, art supplies and craft activity kits that inspire creative expression in children of all ages. [POOF®](#) is the world’s leading brand of foam sports balls, many of which are Made in the USA. [SLINKY®](#) has been the icon of classic fun and a quintessential childhood toy since 1945. [SCIENTIFIC EXPLORER™](#) is the industry leader in children’s educational activity-based science kits. The [IDEAL®](#) brand is an emblem of nostalgic fun encompassing a wide variety of games, activity kits, magic sets and classic toys. Award-winning [ZOOB®](#) building sets are designed to move after they are put together, allowing for truly interactive creations. For more information about ALEX BRANDS™, please visit www.alexbrands.com.

About Propel Equity Partners

Propel Equity Partners, LLC is a private equity firm focused on investment in branded consumer products businesses. Founded in 2012, Propel Equity Partners provides its portfolio companies with strategic and operational support to enable more efficient operations and accelerated sales growth. The firm believes in building value by partnering with existing management teams and by energizing brands and invigorating new product innovation. For more information visit www.propelequity.com.