

Media Announcement Funtastic Takes Out More Awards in 2010

Continuing many years of success, Funtastic scooped the Outdoor Toy of the Year award for the Razor Sole Skate, presented as part of the annual Australian Toy, Hobby & Nursery Fair in Melbourne today (Thursday, 11 March).

Judged by a panel of industry experts well versed in what kids find appealing, the awards are seen as an important indicator of sales success for the year.

“They regularly predict what will be topping birthday and Christmas wish lists for kids around the country,” Stewart Downs, Funtastic CEO, said.

The company also won Best Larger Stand and Best Overall Stand for 2010 as it unveiled its brand new logo and look.

Over the past 10 years Funtastic has snagged a host of category awards plus 7 overall Toy of the Year awards including:

- Toy of the Year 2008 for the LeapFrog TAG Reading System
- Toy of the Year 2005 for the Roboraptor
- Toy of the Year 2004 for the LeapFrog Leapster
- Toy of the Year 2003 for the Electronic Hulk Hand
- Toy of the Year 2002 for the VJ Starz
- Toy of the Year 2001 for the Tekno Puppy
- Toy of the Year 2000 for the Digimon

Funtastic is one of Australia’s largest children’s product companies with an array of leading brands for kids of all ages. It is the home of brands such as Ben 10, LeapFrog, Liv, Tech Deck, Baby Born, Gx Racers, PEZ, Wiggles, QuickSmart and Roary the Racing Car plus Razor Scooters and RipStik Caster Boards.

Not just one of Australia’s largest toy product companies, Funtastic is also an entrepreneurial marketer and distributor of consumer branded lifestyle merchandise with product spanning many aspects of family life – from children’s toys, sporting goods, nursery, DVD, and film entertainment.

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For more information on Funtastic, visit the web site at www.funtastic.com.au or Anna Kirby, Public Relations for Funtastic Limited Ph: 0409 484 894 or 03 9486 9357.



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