



## International Awards for Funtastic's Winning Portfolio

The US Toy Industry Association (TIA) announced its 2011 Toy of the Year Award Winners at an awards ceremony held as part of New York Toy Fair over the weekend.

With over 70 finalists in 11 categories, Funtastic are proud to be delivering three TIA 2011 Toy of the Year award winners to Australian families as part of a focussed, high performance brand portfolio.

**Girls Toy of the Year** was awarded to the **Squinkies™ Cupcake Surprise Bake Shop** as an outstanding toy developed for girls of any age.

"This award adds weight to already strong indications for the brand," Funtastic's Chief Executive Officer, Stewart Downs, said. "We fully anticipate Squinkies will be a Top 10 toy brand in Australia from launch onwards. Squinkies™ is already an internationally proven, powerhouse girls' brand, driven forward by the longevity demonstrated through property licensing and future product development."

Squinkies™ will be first released to Australian retailers March 1<sup>st</sup> 2011, with full brand support both at an in-store and consumer communication level. "We are launching with significant retail brand space which is genuinely exciting for Funtastic," Stewart said. "Australian retailers are literally stocking every unit of Squinkies™ we can ship."

Funtastic's brand portfolio also received further accolades as leading educational toy brand, **LeapFrog**, received an astounding two TIA 2011 Toy of the Year awards.

Reaffirming the success of its Australian Christmas 2010 launch, **LeapFrog Leapster Explorer™** was awarded **Educational Toy of the Year** as an outstanding toy helping children to develop special skills and knowledge through play.

The **LeapFrog My Own Laptop** also received the coveted **Infant/Toddler Toy of the Year** acknowledging the product's amazing features and play value for preschool children.

"These Toy of the Year awards confirm LeapFrog's position as a world leading brand driven by innovation," Stewart said.

"In 2010 Funtastic delivered over 30% growth\* for LeapFrog here in Australia. The world-class innovation we've seen in their new products for 2011 mean we remain confident about LeapFrog's continued popularity with Australian families."

\*GfK Retail and Technology, Entertainment and Toys, Week 52 2010

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