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AEROMAX HIRES NEW VICE PRESIDENT OF SALES

Lake Barrington, IL (January 17, 2012) – Toy industry veteran Jim Gunderson is the new Vice President of Sales for Aeromax. Gunderson takes over for fellow industry veteran Mel Davis, who is retiring after six years in this position at Aeromax, and over 30 years in the toy industry.

Gunderson began working in consumer goods sales over 25 years ago at The Gillette Company (now Procter & Gamble) in the Paper Mate division. In the mid-90s he moved to the award-winning toy manufacturer Little Kids Inc., where he moved up the ranks from National Sales Manager to Vice President of Sales during his 14 years there.

While at Little Kids Inc., Gunderson managed a nationwide sales team and was involved in all aspects of the business including sales, marketing, research and development. He even tried his hand at inventing and is named on the patent of the Junk Ball®, a backyard baseball game that grew into a multimillion dollar brand. Later, he worked with several independent sales rep groups for toys and general merchandise products.

Gunderson joins Aeromax just in time for the company's 15th anniversary. "It's an exciting opportunity for me to be able to join the Aeromax team and play an important role in their future growth," said Gunderson. "They've got a rich history in developing high quality, fun, safe and innovative products. I've been very impressed so far with the passion and commitment I see from everyone at the company from the top down. It's an honor to take over for Mel Davis, a highly respected gentleman in the industry. He will be sorely missed."

Gunderson will work from Minneapolis and will join Aeromax at Toy Fair next month in booth 5037, where the company will be introducing two new astronaut-themed toys along with other new items.

ABOUT AEROMAX

President Mark Levine began his company 15 years ago with one product, the Aeromax 2000 Tangle Free Toy Parachute, which is still iconized in the company's logo. Today its product line boasts more than 200 (and counting) items, with a focus on authentic dress-up gear along with toys and accessories. The company has won more than 15 top toy industry awards. Charitable giving is an important component of Levine's business plan with thousands of units donated to Kids Wish Network and most recently, Kids In Distressed Situations (K.I.D.S.)

To order online or for more information visit their website at www.aeromaxtoys.com.

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