



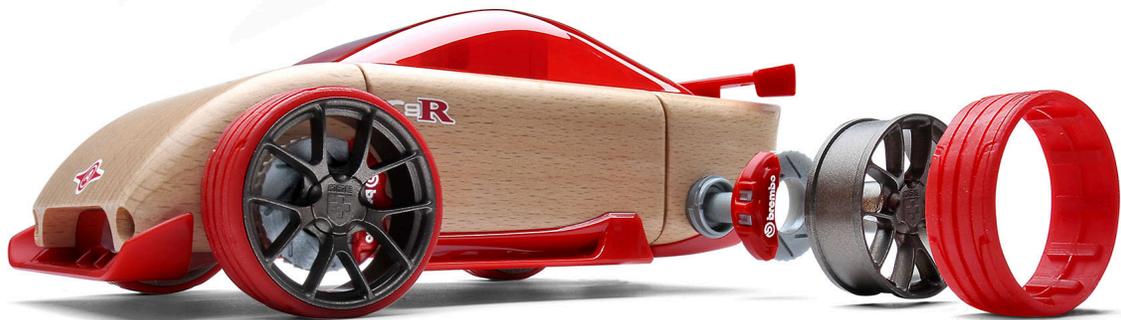
ALL-NEW AUTOMOBLOX

Introducing an all-new Automoblox and global marketing partnerships with Brembo and HRE Performance Wheels

DOVER, NJ, February 8, 2016 - With more than 10 years in business, The Automoblox Company has put millions of Automoblox cars in the hands of children around the globe. The company kicks off 2016 with its first-ever overhaul of its flagship Automoblox Originals line.

The heart of the all-new Automoblox Originals line is the company's global marketing partnership with Brembo®: the world leader and acknowledged innovator of brake technology for street and performance automobiles. "Brembo's association with Automoblox will put Brembo components in the hands of future generations of car buyers," said Dan Sandberg, president and CEO of Brembo North America. "It is fitting that we partner with Automoblox, a company that is using innovation to set new standards in automotive toys." Colorful Brembo brake assemblies are the newest interchangeable Automoblox component and are standard equipment on most 2016 Automoblox cars. "We're so thrilled to be partnering with Brembo and we're certain this new mix-and-match feature with its tactile twist action adds an exciting new dimension to Automoblox," explains Patrick Calello, Automoblox Co-Founder. "With Brembo as a partner, the credibility of Automoblox gets a big boost as a real car brand for kids."

Credibility gets a further bump with a partnership with California-based HRE Performance Wheels: manufacturers of the world's best custom forged wheels for Motorsport, Performance, SUV and Luxury vehicles. "We can all remember our first toy cars as kids," said HRE Wheels President, Alan Peltier. "Automoblox is teaching kids to not only love cars, but to also embrace the idea of customizing and making them your own. Individualization is what we specialize in at HRE, so we're happy to share that with our own children and all future car nuts." HRE wheels adorn some of the world's most exclusive cars and now the HRE P101 wheel, finished in bronze, is standard equipment on the 2016 Automoblox C9-R sportscar.



Calello also touted the introduction of the next generation of Automoblox figures. All 2016 Automoblox Originals will come standard with a highly designed Automoblox figure whose head, arms and legs are now movable. "We sweated all the details when designing our new people

and worked hard on developing our own, unique aesthetic to develop a kind of futuristic, athletic robot that's sure to add significant play value."

Additionally, the 2016 Originals line has an entirely new, modern color pallet that features actual automotive colors and finishes. "Since we're car guys and Automoblox is a real car brand for kids, we looked to the automotive industry for inspiration," Calello said. Focus groups that were conducted with existing Automoblox customers played an important role in deciding the final color pallet. "We evaluated hundreds of colors and dozens of color combinations for the line. Models are now further differentiated from one another in color and design making the full line more cohesive," stated Calello. Automoblox now takes the next step in personalization with all new wheel colors. Gloss white, bronze, blue, charcoal and matte black are added to the traditional bright silver and chrome finishes.

The 2016 packaging is adorned with fresh new graphics and updated Automoblox branding. The package was designed to deliver more impact at retail with a look that is all new yet very familiar. An innovative wrap-around graphic is front and center and invites the consumer to explore the package. New descriptive graphics communicate much more clearly that Automoblox is a not just a beautiful car but an expandable construction set.

Rounding out the new 2016 offerings are the first-ever Automoblox accessories: Brembo brakes, HRE Wheels, and an assortment of new passengers and drivers. Automoblox accessories will be available in the second half of 2016.

The 2016 line of Automoblox Originals will be available for purchase on or before March 1, 2016. The line will be on exhibit during the 113th North American International Toy Fair at The Jacob K. Javits Convention Center in NYC from February 13-16th.

Automoblox[®] is an award-winning, premium wooden toy construction system based on transportation vehicles. Established in 2004, the company's founders, designer Patrick Calello and entrepreneur Susan Calello, are filling a niche in the toy market for a play experience that combines a back-to-basics approach with both design excellence and educational appeal. Automoblox[®] is sold in specialty toy and gift stores, bookstores, museum shops, boutique, design and children's stores. To find out more, visit automoblox.com or media.automoblox.com.

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