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LONGTIME CHILD DEVELOPMENT EXPERT JEAN BAILEY JOINS FORCES WITH NEAT-OH!

Northfield, IL (May 17, 2016) – Longtime Chicago child development professional Jean Bailey, former director of National Lekotek Center, has joined toy manufacturer Neat-Oh! International on a consulting basis. Neat-Oh! has developed and debuted at American International Toy Fair in February a new line of Magnutto™ Activity Sets, which use magnetic facial expressions of people, dinosaurs and pets to help children express and understand different human emotions.



Magnutto™ sets met with enthusiastic response from the specialty retail community at the show. Some key retail partners had great insights for slight improvements or amplifications and were excited to see how different the line is from other Emotional Quotient products on the market. The company is now working with Bailey to develop innovative curricula for parents, teachers and therapists to use Magnutto™ Activities to their highest potential. Lekotek is a nonprofit organization that provides an array of services to improve the lives of children of all abilities through the utilization of toys and play, so Bailey's ten-year tenure there perfectly suits her contributing role.

Magnutto is already on a path for recognition this year, having just won the National Parenting Product Awards seal of approval.



"We're thrilled to add Neat-Oh! Magnutto Educational Magnet Activity Sets — Make a Mood, Make a Dino and Make a Pet — to the list of NAPPA winning products," says Julie Kertes NAPPA General Manager. "These sets are not only entertaining, but allow children to express and manage their emotions through creative play."

Here's Bailey's thoughts on Magnutto: "*Magnutto™ sets are a captivating way for children to learn 'facial literacy,' which is the ability to decode a person's inner emotions by reading their facial expressions. Magnutto is a fun, creative, tactile way for children to master their emotions, express their feelings and learn to empathize with others. Kids explore the mystery behind eyes, mouths, brows and more by playfully putting together faces and then linking them to moods. There's even pets or dinosaurs for kids with that preference.*

Reading facial cues is a cornerstone of social cognition and a skill that contributes greatly to a child's emotional intelligence. All three Magnutto™ sets prompt children to LAUGH, LEARN, EXPLORE and then EXPLAIN moods, emotions and feelings.

Let's face it, children need to read more than words to understand the thoughts and wants of those around them!"

Says Dee Farrell, senior VP at Neat-Oh!, "Wayne (Rothschild) and I are beside ourselves that we get to work with someone with such knowledge and passion on this project. We already felt really strong about the Magnutto™ line, but now we know it's going to be an amazing line!"

The team plans to introduce the curriculum at the ASTRA Marketplace & Academy in June in Denver.

ABOUT NEAT-OH! INTERNATIONAL

Neat-Oh! International, maker of the ZipBin® toy box, is the world-leading expert in delightful toys and clever, complementary storage solutions for children on the move (and their parents). With over 103 awards and endorsements from parents across the globe, Neat-Oh!® products are recognized for superior quality, workmanship and materials. Their 100% satisfaction guarantee and world-class safety testing programs make it easy for discerning parents who want only the best and safest products in their home. Neat-Oh!® products cover a range of categories from patented ZipBin® design to toy boxes, lunchboxes, play mats and backpacks. And with licenses from world-class makers of Barbie®, Hot Wheels™ and Star Wars® brands, adults can trust that Neat-Oh! always provide families with the most innovative, fun, and safe products. Guaranteed. For more information, visit www.Neat-Oh.com.