



PRESS RELEASE

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Wild Republic's Roaring Imagination *King's Of Nature Toys to Debut 600+ New Items*

New York, NY - (February 4, 2011) – Wild Republic is revving up its products lines with new nature adventures and expanded playability that carry's on the company's commitment to providing nature-themed toys that are designed to spark the imagination and educate about the wonders of the wild through creative play. This year Wild Republic will introduce over 600 new items!

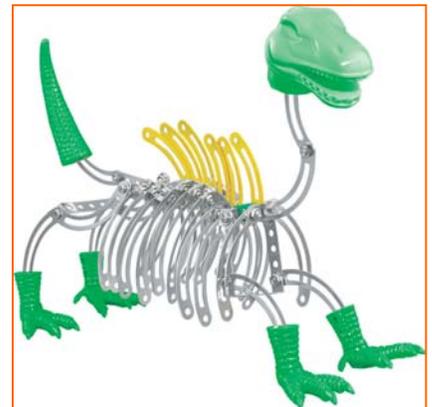
Beside adding all new items, such as **Nuts & Bolts** construction sets and an all new **E-Team** of eco rangers sets, Wild Republic has sweetened up the 'cute-factor' of its plush lines with new embellishments, vibrance and voices. The new **WOWs** glow-in-the-dark googly-eyed plush has brand new species and amplified sounds, and the funk factor has been increased with the **Wild Prints**, **Sweet & Sassy** and **Cool Beans** plush lines. Meanwhile traditional educational items have been added in Wild Republic's Science and Stationery lines.



Vishnu Chandra, President of the company, explains, "Wild Republic's commitment to nature, creativity, imagination, fun and philanthropy has remained steadfast over the last three decades, and this is something we will continue to uphold in the years ahead."

Last year's big hit item was the economically priced and durable **Chompers** (MSRP \$5 for ages 3 and up). This year the Chompers have nearly doubled in the number of species of animals offered, and all of Chompers are now going to be available in **Mini Chompers** version (\$4 for ages 5 and up). Mini versions have performed well in the past for Wild Republic as another popular item for the company is its **Mini Morphs™** interchangeable, mix-and-match snap-together toys.

This year, Wild Republic's 2011 toy line will also feature a new version of construction type play items called Nuts & Bolts (MSRP \$13 each for ages 8 and up). The Nuts & Bolts will include some of Wild Republic's consumer-favorite animal species and dinosaurs, such as a stegosaurus, lion, T-Rex, elephant, and giraffe, and each set has interchangeable parts with each of the other Nuts & Bolts animals. The metal and plastic pieces are assembled by using the basic tools, which are included in each set.

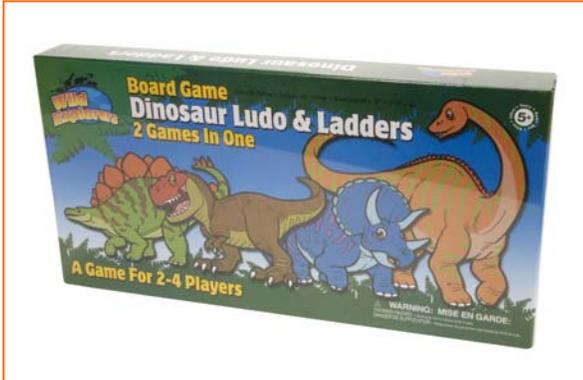


"Stemming" from the popular environmental theme, Wild Republic introduces the E-Team play sets (\$15 each for ages 5 and up) The new E-TEAM, which stands for Eco Rescue Team, are play sets that include animal, vehicle, and rescue personnel action figure. The various settings arrive with wildlife fun facts and a learn-to guide of how you can protect your environment. The various new E-Team sets are the Snowmobile with Polar Bear; 4 Wheeler with Giraffe; Helicopter with Gorilla; Boat with Shark; Helicopter with Elephant; Truck with Tiger; Swamp Boat with Alligator; and Truck with Rhino.

A brand new series of animal replicas are featured in Wild Republic's **Eco Dome** line (\$13 each). Each set has a family of highly detailed figures in a variety of different species including Elephants, Bears, Giraffes, Deer, Gorillas, Tigers, Koalas, Monkeys, Zebras, Wolves, Manatees, Crocodiles, Penguins, and Seals and several other water animals.

Other products along the environmental theme include new Wild Republic binoculars, backpacks full of adventure supplies, and first aid play kits.

In tradition play, Wild Republic put a “natural” twist on classic games, such as a **Chess Board Game** utilizing animal pieces (\$16), a double-sided board game called **Dino Ludo & Ladders** (\$15), new **Flippin Frogs** or **Butterflies game** (\$5), and **Wild Card Games** featuring all original artwork of different animals (\$5). In addition, all new floor puzzles, train puzzles, jigsaw puzzles, and wooden jigsaw puzzles have been added.



For creative activities, all new sets of Pencil-By-Numbers join the ever-popular Wild Republic paint and play figures and activity sets.

On the plush side, Wild Republic has expanded its best selling **Cuddlekins** brand by adding a selection of Mommy and Baby sets. While the WOWs have added some “wow” sounds, new sets of plush called Wild Prints (themed graphic fabrics - Rock & Roll, Hearts, and Butterflies, \$10 each), Sweet And Sassy (bright colors and big eyes with silver stars, \$16 each), and Cool Beans (small, fun, whimsical plush line featuring big lazy eyes, \$10).styles will also debut.

Ssslithering Snakesss...Wild Republic has updated its best-selling category of plush Snakes (\$12 each 54-inch long styles) have exclusive fabric designs with vibrant colors with realistic shaped heads. The new snakes are available in eight realistic species and three whimsical patterns.

As always, Wild Republic will offer all new animal species to its plush lines. The company has been acclaimed for its unbelievable assortment of different animals that are always exacting to the fine details and specifications of each and every individual species of animal, from basic Black Bear and Asian Elephant to Komodo Dragon and Kangaroo Rat.



Throughout its 31 years, Wild Republic has had a knack for knowing the “next big thing” among people’s natural wildlife wonder and offering a broad spectrum of various animal species products to meet that demand. From its phenomenal successes with its Hanging Monkeys and Snakes to its current fan favorites, Wild Republic moves into its fourth decade of wildlife education as the long-term leader in providing nature-themed toys. The company’s current brands include, Cuddlekins, WOWs, Audubon Birds, Paws & Claws, Vibes, Know & Grow, wooden puzzles, foam and plush hats, wind-ups and puppets, among other items.

Wild Republic, the nature toy brand of K&M International, Inc., is a preeminent brand of action-driven, nature-themed toys designed to spark a child's imagination and educate about the wonders of the wild through creative play. K&M International, Inc., headquartered in Twinsburg, Ohio, near Cleveland, is the leading provider of nature-themed toys to the specialty toy and gift markets. The brands' consumer Web site is located at www.wildrepublic.com

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