



PRESS RELEASE

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Getting Crafty with Wild Republic

New York, NY - (February 10, 2011) – More than 50 new stationery and Arts & Crafts items debut from Wild Republic at the International Toy Fair this year.

All carrying the company's core wildlife themes, such as animals, aquatic, and dinosaurs, the new Stationery and Arts & Crafts line includes stencils, stamps, pencil-by-number sets, paint & play sets, clay and color sets, pens, pencils, stationery deluxe sets, and art activity backpacks.

The hands-on line of products is an expansion to Wild Republic's commitment to providing an engaging and interactive experience for children through nature-themed toys.

Vishnu Chandra, President of the company, explains, "We are always seeking to develop and offer products that spark the imagination and encourage the natural curiosity to learn about nature through creative play. We are very proud of our new Arts & Crafts line. We have a wide assortment of sets so that there is something for everyone."

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 preminent 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

