



PRESS RELEASE

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Wild Republic Introduces The E-Team

New York, NY - (February 13, 2011) – Making their first public appearance at Toy Fair 2011, the new E-Team (Eco Rescue Team) will be introduced by Wild Republic.

The E-Team are eight different environmental protection themed playsets that each include a highly-detailed rescue ranger action figure, animal and vehicle, and are designed to create a positive play experience for a child to learn more about nature and the world around them.

Vishnu Chandra, President of Wild Republic, said, “The E-Team is part of Wild Republic’s continued commitment to education about environmental concerns and the wonders of the wild.”

The various themed E-Team sets (\$15 each for ages 5 and up) include a Snowmobile with Polar Bear; Four Wheeler with Giraffe; Helicopter with Gorilla; Boat with Shark; Helicopter with Elephant; Truck with Tiger; Swamp Boat with Alligator; and Truck with Rhino. Each E-Team set comes with wildlife fun facts and a learn-to guide of easy ways to help protect the environment.



In addition to the E-Team, Wild Republic expands on the environmental theme with its Eco-Dome line (\$13 each). The brand new sets are highly detailed families of 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.

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