



PRESS RELEASE

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Take a Ride on the Wild Republic Express Toy Fair Booth #651

Twinsburg, OH - (February 2, 2013) – Wild Republic rides its new Express Trains into Toy Fair 2013 along with a plethora of new Cuddlekins plush sizes and species, a product line extension to its hot-selling Audubon Birds line and some Sweet & Sassy new designs.

Vishnu Chandran, President of the company, explains, “We always love to exhibit at Toy Fair. As one of our largest shows of the year, we get to completely smother our display with all of the various plush we have to offer, as well as demonstrate our top new toys and crafts.”

Rolling into Toy Fair 2013 is the new Wild Republic Express Trains (\$15.00 each). Starting with four popular animal species, The Shark Express, Big Cat Express, Dino Express and Elephant Express, the battery-operated animal trains, are packaged as sets of three animals that chug around a snap-together do-it-yourself train track course. One larger sized animal takes over as the chief engine and pulls along two other smaller sized replicas or smaller sized species. Each set can be mixed and matched and added for an expanded animal-themed transportation play system.

The 2013 New York Toy Fair will also be the site for the unveiling of an exciting new expansion to Wild Republic's Audubon Bird line. Licensed through the legendary National Audubon Society, the traditional Wild Republic award-winning collectible line of realistic plush birds with authentic sound, (real bird calls provided by the Cornell Lab of Ornithology), now adds new plush clasp purses. The Audubon Birds Clasp Purses (\$9.50 each), which do not have bird call sounds, include a Bluebird and Cardinal, among other species. The purses are also an extension to Wild Republic's existing dogs, cats, dinosaurs, and other popular animal clasp purses.

In 2012, Wild Republic improved its cuddle-ability and quality with all new materials and fabrics for its top-selling Cuddlekins branded plush line. This year even more Cuddlekins emerge from the Wild Republic plush jungle with all new species and full line of new CK-Minis (Cuddlekins Minis, \$9 each). Some of the new Cuddlekins species include a Wolverine, Wild Boar, White Alligator, Binturong, Lynx, Cobra, Iguana, Three Toed Sloth, Orangutan and Jellyfish to name a few.

Even more popular plush styles arrive in the company's surprise hit Sweet & Sassy line. The colorful, trendy patterned plush adds hearts, peace-sign and poke-a-dot patterns to huggable pink, green, blue and multi-colored frogs, chimps, dolphins, seals, owls, birds, and more.

In addition, Wild Republic's ever-popular Nature Tubes, collection of themed miniature play figurines, have received a new design. The packaging on every tube has updated graphics and each tube has a unique color palette to easily differentiate between the assortments of play pieces inside. The back of each tube packaging also becomes a 12 x 7 play mat as an environment setting for use with the figures. The packaging is reusable as a storage piece and a convenient carrying case.

Throughout its more than three decades, 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, Vibes, wooden puzzles, foam and plush hats, wind-ups and crafts, 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. For the most up to the minute information about Wild Republic, follow the company on [Twitter](#) and like on [Facebook](#).

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