



## PLAYMONSTER EXPANDS SLEEK WOOD VEHICLE LINE, AUTOMOBLOX, WITH EXCLUSIVE DESIGNS FOR TARGET

*All New Designs, Sizes and Stickers Bring More Collectability and Creative Play to the Brand!*

**BELOIT, Wis. (June 28, 2019)** —PlayMonster's *Automoblox*®, an award-winning line of high-quality collectible toy vehicles that innovate the classic wooden toy car category, is seeing some new looks and fresh ideas! New mini vehicles that include reusable stickers feature the mix-and-match capability and fit in well with the existing vehicles, while adding a fresh look! Plus, there is now an all-new size, *Micro Series*, with new designs that still mix and match with the *Mini Series* vehicles!



*Automoblox Micro Series* is an all new line of vehicles that may be small in size, but are massive fun! Exclusively available at Target stores and target.com, the *Micro Series* includes cool cars and trucks in single- and 2-packs. Each comes with reusable stickers to customize the vehicles! Collect multiple micro vehicles to mix and match the pieces and design a unique car, truck or van! The pieces are also interchangeable with those from the *Mini Series* for even more creative designs.

Also exclusively at Target are new Mini Series vehicles featuring reusable stickers for customization! The cars and trucks come in single packs or a 3-pack.

All vehicles sport a body made of European beech wood, and includes multiple interchangeable components, including tires and wheels, and now reusable stickers (Target exclusives only). With its mix-and-match creative design features, it's easy enough for kids as young as 4 to get in on the fun, and the cool, collectible designs appeal to older kids and adults as well. Mini and Micro vehicles can be mixed-and-matched with one another. No tools required! For ages 4+. Available July 28 at limited Target stores, and on target.com.

Each *Automoblox* vehicle includes a unique VIN that can be used for online registration into the MOTOCLUB, where fans can learn about news and cool events, so the fun never ends!

### About PlayMonster LLC

Beloit, WI-based PlayMonster is a toy and game company that believes in the power of play to

make a positive difference in people's lives. Delivering great play value by designing, manufacturing and marketing innovative, fun products such as "TOTY Game of the Year" Yeti in My Spaghetti® and "TOTY Doll of the Year" Wonder Crew®, along with other award-winning toys and games like The Game of THINGS...®, 5 Second Rule®, Relative Insanity®, Mirari®, Farkle, SET® games, OK to Wake!®, My Fairy Garden®, Automoblox®, Marbleocity®, Kid O® and Super Spinner® is how PlayMonster helps keep play alive for all ages.

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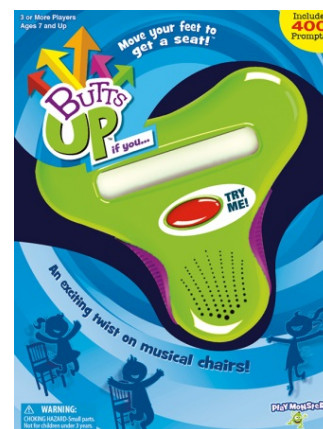


## PLAYMONSTER GROWS FAMILY GAMES LINE WITH INNOVATIVE, ACTION-PACKED NEW ADDITIONS

*Get Up and Move or Practice a Steady Hand with Butts Up and Meltdown!*

**BELOIT, Wis. (June 20, 2019)** — PlayMonster—the company behind award-winning games like *Chrono Bomb*®, *Farkle* and *Stratego*®—just launched two new games in the family category for 2019. Expanding their games offering is always a priority for PlayMonster, and this newest wave is full of exciting, unique ways for kids and families to have fun together!

*Butts Up*™, an exciting twist on musical chairs, urges players to fess up (or brag!) about things they've done, stuff they like, and things they want! All players but one sit in a chair, while one player stands in the middle and reads one of the 400 prompts from the electronic device, such as "Butts Up if you have gone zip lining." If that applies to you, get up and race to another chair someone has vacated! The player left without a chair is the new one in the middle! It's a great game for families or groups of kids. Player can choose from two modes of play: Full statements ("Butts Up if you like broccoli") or open-ended statements that allow players to fill in the blank and customize ("Butts Up if you don't like eating...[fill in the blank]"). This active play game is for 3 or more players ages 7 and up.



The new light strategy family game *Meltdown*™ is an innovative and unpredictable stacking game due to the unique putty goop used in game play! Players shape the putty goop however they want, place it atop the tower, and then stick the balancing platform on the goop. From there, they take turns stacking their cubes on the slippery, always-shifting plate without letting them fall. If there's a "Meltdown" and any cubes fall, that player has to add them to their pile. The first player to get all of their cubes stacked wins! It's a fun game that requires a bit of strategy, thought and skill. For 2 to 4 players ages 6 and up, *Meltdown* is an exciting addition to any game collection!

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## PLAYMONSTER'S ADDING ATTITUDE TO GAME NIGHT

*Players Will Have a Blast with the New "Fishy" Game Featuring Cheeky Humor!*

**BELOIT, Wis. (June 20, 2019)** — Keep the party going strong with an all new PlayMonster game! Game night fun just gets better with the hilarious attitude of *Kiss My Bass™*--Pucker up, buttercup!



This delightfully sarcastic fish will, at some point, tell you to "Kiss My Bass!" The game, which could also be an amusing novelty gift, features a 3D electronic talking fish that dares/tells players to touch him in certain areas (touch points) and responds whether the player does it correctly or not—he's not happy if you don't do as he says! Players take turns touching his fin, back, etc. or kissing his lips or his...ahem..."bass." If he farts on a player during a smooch, that player is out!

It's a hilarious game for two or more players, ages 10 to adult.

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## PLAYMONSTER SECURES MASTER TOY LICENSE OF MY SINGING MONSTERS AND LAUNCHES LINE OF COLLECTIBLE TOYS

*Color Monsters Full of Personality Make Awesome Collectible Figures*



**BELOIT, Wis. (Jun 28, 2019)** — PlayMonster LLC has joined forces with Wind Sun Sky, in partnership with Skybound Entertainment and Big Blue Bubble, as master toy license in North America for the top-grossing mobile game My Singing Monsters. PlayMonster plans a multi-year program for figures, playsets, games and accessories. The first wave of this program, a line of collectible harmonizing figures and accessories, will launch in Fall 2019.

In My Singing Monsters, players young and old add monsters to their islands to create songs. Each monster has its own personality and part in the song, so the song changes as more monsters are added. Along the way, players feed and breed their monsters, and add structures for hours of fun. The game has 80+ million players worldwide, with one million players added monthly, plus 410+ million YouTube views. Fans are ready to see the game and its characters come to life, and PlayMonster agrees:

“Partnering with Wind Sun Sky is an ideal collaboration for us,” said Scott Flynn, VP of Sales & Marketing at PlayMonster. “My Singing Monsters is all about the unique personalities of the monsters, creative islands and scenery, and fun music. Players are very engaged when they play the game, and all of this will translate really well into toys. It’s definitely an exciting opportunity for PlayMonster!”

For 2019, PlayMonster will launch the *My Singing Monster Harmonizing Collectibles* in July. The popular Plant Island monsters Entbrat, Furcorn, Toe Jammer, Mammott, Noggin and Maw will be articulate 3D figures that sing on their own, and harmonize together when multiple are collected. Each monster is sold separately, and comes with one of its favorite accessories from the mobile game. More monsters are planned to follow in early 2020.

### **About My Singing Monsters:**

My Singing Monsters is a beloved and critically acclaimed top-grossing game on the App Store and Google Play, with more than 80 million players worldwide. The free-to-play family-friendly title explores rich intriguing worlds as players are engaged in discovery, creativity, and delight by breeding and feeding Singing Monsters to build unique melodies. Each monster has its own unique sound, so players can mix and match monsters to create different melodies.



### **About Wind Sun Sky:**

Wind Sun Sky Entertainment is a Vancouver-based and Canadian controlled multimedia entertainment company. The studio is led and controlled by former LucasFilm executive, Catherine Winder (The Angry Birds Movie, Star Wars; The Clone Wars). Based in Vancouver, Wind Sun Sky Entertainment is a full-service producer of creator driven multi-platform content with a focus on developing Canadian content for the domestic, U.S. and international marketplace. The film-makers behind such notable projects as The Walking Dead, Fear the Walking Dead, and Outcast, Robert Kirkman and David Alpert, are minority partners in the venture along with entrepreneur Jon Goldman (Greycroft Partners LLC).

### **About Skybound Entertainment:**

Founded in 2010, Skybound Entertainment is a multiplatform entertainment company managed by partners Robert Kirkman, David Alpert and Jon Goldman. Skybound houses projects ranging from television, film, emerging platforms, comics, interactive gaming, live events, and more. In 2016, the company expanded to Vancouver with the opening of their Skybound North office, working to expand Skybound's footprint into the animation and children's space with top Canadian talent. In 2018, Skybound opened GammaRay, a video-content brand focused on pop culture, and expanded Skybound Games into a venture focused on publishing independently developed games.

Skybound Entertainment is responsible for television hits including The Walking Dead, Fear the Walking Dead, Outcast, Robert Kirkman's Secret History of Comics, and currently holds a first-look television deal with Amazon Studios. On the film side, Skybound has a first-look deal with Universal. Robert Kirkman's second-longest running comic series Invincible will be developed for film at Universal and as an animated series for Amazon. The interactive gaming slate includes partnerships with Telltale, Starbreeze, Skydance, Scopely, and more. Skybound is currently publishing comic book titles The Walking Dead, Oblivion Song, Die!Die!Die!, Outcast, Redneck, Gasolina, Crude, and more.

### **About Big Blue Bubble:**

Big Blue Bubble is an established mobile gaming company with more than a decade of experience creating fun, innovative, and accessible titles. They develop mobile games that inspire creativity and encourage people of all ages to embrace their playful side. Big Blue Bubble is a pioneer in the mobile gaming industry and has developed more than 100 video game titles since 2004. Having entered the field long before the days of smartphones, they maintain a proven track record of being the first to market with a variety of innovations in technology and game design, including original gameplay mechanics and revolutionary cross-platform game engines. These milestones have solidified Big Blue Bubble as a long-standing

industry veteran. Big Blue Bubble's commitment to producing fun, engaging games has earned the studio recognition from prestigious organizations around the world, including awards from Deloitte, BAFTA, and IGN for economic growth, people's choice and editor's choice, respectively. Big Blue Bubble continues to produce award-winning titles that stand the test of time, including our top-grossing flagship franchise, My Singing Monsters.

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