

For Immediate Release



SHOPKINS WINS LIMA INTERNATIONAL LICENSING EXCELLENCE AWARD! Won Best Character/Toy Brand Program Category

Las Vegas, NEVADA – June 23, 2016 – Moose Toys announces that SHOPKINS won the 2016 International Licensing Industry Merchandisers' Association (LIMA) Licensing Excellence Award for best character/toy character brand. LIMA is the leading trade organization for the global licensing industry. Shopkins was nominated alongside classic brands such as Hello Kitty, My Little Pony, Barbie, Crayola, Snoopy and Paddington.

Moose Toys has shipped over 600 million Shopkins since it launched in June 2014. The licensed merchandise program is represented by The Licensing Shop Inc. in the US market and is expected to reach \$350mm at retail this year. Earlier this year Shopkins Scoops Ice Cream Truck won the Toy Industries' 2016 Girl Toy of the Year for the second year in a row!

Moose Toys is currently exhibiting at the International Licensing Expo and provided partners and retailers with a sneak peek at their new toy brands "The Grossery Gang" and "Twozies" which launch this month.

About Moose Toys

Moose Toys is a global toy company with offices in the US, UK, Hong Kong and the head office based in Melbourne, Australia. This award-winning company is known for designing, developing and distributing toy and lifestyle products across the globe for children of all ages and the young at heart. Moose has products in all toy categories including collectibles, arts and crafts, activity toys, dolls, novelty items and outdoor products, and has brought joy to kids worldwide with successful products such as Mighty Beanz, Beados, Aqua Sand and The Trash Pack™. In 2015, Moose expanded several major product lines for boys and girls, including Shopkins™, the hottest girl's collectible line of grocery and fashion themed characters; Little Live Pets, electronic pets that come to life in the palm of your hand; as well as line extensions for Beados craft activity sets. The company also introduced Qixels, the first "craftstruction" activity that allows kids to create pixelated worlds of monsters, warriors and more. Moose Toys has scored numerous coveted toy awards from industry experts and major retailers.

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