



The Bridge Direct Expands C3 Construction Line with Monster Jam® License

Monster Jam Construction Sets Slated to Crush the Competition in Fall 2015

Boca Raton, FL (June 10, 2014) – The Bridge Direct, Inc. and Feld Entertainment, Inc.® announced today a multi-year global licensing agreement, which was brokered by The Licensing Shop, Inc., to develop and market Monster Jam® Construction Sets. As part of The Bridge Direct's C3 Construction line, the Monster Jam building sets will let kids "Create, Construct and Customize" a play experience based on the high-energy family fun of Monster Jam stadium and arena-based live events.

Monster Jam, the world's largest and most popular touring monster truck property, entertains over four million fans across four continents and ten countries with more than 350 action-packed performances each year. Monster Jam performances are broadcast globally with television distribution in over 175 countries and feature 100 of the most popular Monster Jam trucks including El Toro Loco®, Grave Digger®, Max-DSM and Monster Mutt®.

Targeted to young fans of the franchise, the Monster Jam construction line will center on the iconic Monster Jam trucks as highly-detailed buildable vehicles, with driver figures and stadium environments for extended play.

"Monster Jam is the perfect combination of extreme entertainment and full-throttle family fun," said Jay Foreman, President and CEO of The Bridge Direct. "Monster Jam is already a hugely successful 'wheels' toy line, and we are thrilled to bring this dynamic powerhouse brand to the construction category – one of today's largest and fastest growing sectors in the industry."

"The Bridge Direct is an extremely well-respected player in the construction category and we are thrilled to be partnering with them on a line of Monster Jam building sets that will allow our core fans to experience the brand in a creative new way," said Mark Abernethy, VP of Licensing and Business Development for Feld Motor Sports®, a division of Feld Entertainment. "As the Monster Jam brand continues to expand globally with live events, original television content, and licensed consumer products, we are excited to work with The Bridge Direct to further grow the Monster Jam footprint at retail by expanding into the construction aisle."

The Monster Jam construction sets are expected to make their debut at retailers in Fall 2015.

About The Bridge Direct, Inc.

The Bridge Direct, Inc. is a global children's consumer product company that designs, manufactures and distributes a wide range of toys based on top entertainment licenses and proprietary brands. The company's products include: Strawberry Shortcake™ dolls and playsets; Flying Heroes airborne superhero figures; Inkoos™ draw, wash and redo activity plush; *The Hobbit* figures and role play toys; WWE construction toys; and new editions of classic toys from the company's Basic Fun division including Lite-Brite®, View-Master® and Fisher-Price Classics®. The company was formed as a joint venture with Oaktree Capital Management. To find out more about The Bridge Direct, please visit

www.thebridgedirect.com or follow the company on Facebook at <http://www.facebook.com/TheBridgeDirect>.

About Feld Motor Sports®

Feld Motor Sports, Inc. is the world leader in specialized arena and stadium-based motor sports entertainment. Feld Motor Sports productions include Monster Jam®, Monster Energy Supercross, AMSOIL Arenacross and Nuclear Cowboyz®. Feld Motor Sports is a division of Feld Entertainment, the world's largest producer of live family entertainment. For more information on Feld Entertainment, visit www.feldentertainment.com.

###

Media Contact:

Jen Derevensky, Ren Beanie PR

Email: Jen@RenBeanie.com

Phone: 305-788-6878