



New York Toy Fair Press Release

Beloved Colorforms Brand Unveils New Line with Hottest Licensed Brands & Innovative Features *New Designs for Equity Brand to Hit Shelves in Fall 2015*

New York City, February 14, 2015 – Named one of *Time Magazine's Top 100 Toys of All Time* and with over one billion sets sold over the past 60+ years, Colorforms Brand is debuting an all new line of Colorforms vinyl stick-on playsets at this year's New York International Toy Fair. From Universal's Minions and Curious George; Nickelodeon's Dora, Sponge Bob and Teenage Mutant Ninja Turtles, Out of the Blue's Super Why, SilverGATE Media's Peter Rabbit and more, the 2015 Colorforms line will embody the hottest licenses, most popular characters and innovative features for kids today to love.

New features in Colorforms include glow-in-the-dark, glitter, magic reveals, and even some with sound effects, and record and play back capabilities. These sets also embody packaging innovations and smart storage for small pieces, as well as dynamic backgrounds to enhance the play.

Colorforms provide safe, creative, imaginative play for kids, and have been trusted by generations of kids, parents and grandparents alike. In 2014, the nostalgia brand was acquired by Colorforms Brand LLC, a subsidiary of Out of the Blue Enterprises, a leader in children's education media and producer of hit preschool properties, including Blue's Clues, Super Why, Daniel Tiger's Neighborhood and Creative Galaxy.

"For years, Colorforms has inspired kids' creativity," said George Vorkas, President of Colorforms. "We are so excited to introduce amazing innovations for the brand with never before seen features to stretch the imagination for children and families."

New items for Fall 2015 include:



On the Go Assortment: Includes 3 Colorforms sheets (24 Colorforms total!) and a two sided fold-out background with pocket storage – also reusable and re-sealable! SRP: \$2.99.

Take a Long Assortment: Includes 4 Colorforms Sheets - one sheet to include special feature such as Glow in the Dark/Flocked/Sparkle (36 Colorforms total!) a multi-fold, built-in backer card with re-closeable storage for Colorforms sheets. Complete with pocket storage, reusable backer card, and a handle at the top, this set SRP: \$5.99.





Create a Story Boxed Set: Includes an easel play area that folds out from the box, reusable box storage, 6 large Colorforms sheets - one sheet to include special feature such as Glow in the Dark/Flocked/Sparkle (48 Colorforms total!) and 4 backgrounds in a closed box. MSRP: \$9.99

Colorforms Roll and Play Story Creator: Includes six scrolling backgrounds, re-stickable Colorforms pieces, and the ability to record and play back your voice and original story, along with sound effects. Comes in a clamshell roller with a handle. SRP: \$19.99.

Colorforms Big Wall Playsets: A large sheet that sticks to the wall that includes a Colorforms background and 12 large Colorforms in clamshell packaging. SRP: \$29.99.



Connect with Colorforms on Social Media!

<https://www.facebook.com/colorforms>

ABOUT COLORFORMS

Founded in 1951 by art students Harry and Pat Kislevitz, Colorforms is one of the oldest and best-known brands in the toy industry. It was one of the first plastic-based creative toys, and one of the first toys ever advertised on television. The early boxed sets featured basic geometric shapes and bright primary colors, and over time grew to include hundreds of sets featuring the most popular music, television and movie characters, stars, movies and TV shows of all time, ranging from Michael Jackson and the Beatles, to Disney, Sesame Street, Peanuts, Raggedy Ann and much more. Since its inception, more than one billion Colorforms play sets have been sold and Time Magazine named Colorforms one of the Top 100 Toys of all time!

ABOUT COLORFORMS BRANDS LLC

Colorforms Brand LLC is a subsidiary of Out of the Blue Enterprises, a leader in multi-platform, curriculum-based entertainment for television, video, mobile apps and consumer products. Led by toy industry veterans George A. Vorkas, President and Samantha Freeman, CEO, along with media content developed by Angela Santomero, Colorforms Brand LLC aims to engage, educate, and entertain children and families with uniquely branded media content, services and products that inspire creativity and imagination.

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Media Contacts:

Debbie Dunn

GennComm for COLORFORMS BRAND

T: 818-839-1461 E: Debbie@GennComm.com

Ida Yenney

GennComm for COLORFORMS BRAND

T: 818-839-1461 E: Ida@GennComm.com