



PRESS RELEASE

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FOR IMMEDIATE RELEASE

LITTLE TIKES VAULTS TO THIRD SPOT ON NPD “TOP FIVE PROPERTIES” LIST, ACHIEVES BEST-SELLER STATUS IN UK

Thanks to the iconic Cozy Coupe® and its 30th Anniversary launch, Little Tikes® achieves top sales and earns prestigious recognition from NPD.

HUDSON, OH (September 1, 2009)— Arguably the most widely-recognized children’s ride-on worldwide, the iconic Little Tikes® Cozy Coupe® has recently achieved top sales in the UK and has boosted the Little Tikes® brand to number three on a prestigious “Top Five Properties” list. The Cozy Coupe® has been named this summer’s best selling toy by value, with sales of well over £700,000 in the UK during July alone, according to new NPD research. In addition, Little Tikes® made the “Top Five Properties” list for the month of July, fueled in part by the launch of the Cozy Coupe® 30th Anniversary edition, according to NPD.

Tom Richmond, general manager of Little Tikes Worldwide, states, “It’s been quite a spectacular summer for Cozy Coupe and Little Tikes. We are thrilled so many consumers responded to our new product introductions and helped make Cozy Coupe’s 30th anniversary year a memorable and successful one.”

Having sold more than 10 million units in its 30 year history and with worldwide distribution, the Cozy Coupe® is one of the most popular “cars” of all time. This summer, in recognition of Cozy Coupe’s 30th Anniversary, The Crawford Auto-Aviation Museum of Cleveland, OH inducted the ride-on car in its prestigious museum, recognized as one of the top 10 automobile museums in the US, according to Car Collector Magazine. The Cozy Coupe® joins the museum’s collection of historically and technically important automobiles, aircraft, bicycles, motorcycles, spacecraft and related accessories that illustrate the development of transportation and its connection to the culture and history of Northeast Ohio. The Crawford Museum Little Tikes® exhibit houses one of the first Cozy Coupes to come off the production line in 1979 as well a 30th Anniversary edition Cozy Coupe®. The museum induction, along with the news that Cozy Coupe® was the top selling car of 2008, made international headlines and drove sales during the summer of 2009 worldwide.

“It is heartening to know that in today’s technological society young children are still enjoying healthy active play with the help of Cozy Coupe,” Richmond said. “The concept has continued to withstand the test of time, and design enhancements over the years have kept it at the top of the must-have toy shopping list.”

More than three generations of children have been taking adventure and imagination on the road with the first ride-on toy to include a working door and roof. Now, 30 years after the classic kid-powered red and yellow car was launched, the Cozy Coupe® combines design with innovation, with its removable foot platform and parent grab handle for toddler’s safety, making it the high-design car of the toddler world.

(more)

About Little Tikes

The Little Tikes Company, founded in 1970, is a Hudson, Ohio-based multi-national manufacturer and marketer of durable, high-quality and engaging children's products. Since becoming a part of the MGA Entertainment family in November 2006, Little Tikes has been taken to new heights through exciting product innovation and strategic marketing. Get ready for big things from Little Tikes®, one of the industry's most trusted brands. For more information, please visit www.littletikes.com.

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