**EMBARGOED UNTIL 2/16/18**

**Fin Fun Expands Retail Mermaid Tail Line**

**New Store-Ready Limited Edition Packaging Gives Retailers Merchandising Options**

**- American International Toy Fair, Booth 1155 -**

February 16th, 2018 - New York, NY… Fin Fun, leader in the mermaid lifestyle category, announced today it will expand the company’s retail line of swimmable mermaid tails. Available this summer - for sale in traditional retail stores that carry Fin Fun products - the new packaging and product selection is designed to make an in-store statement. The expanded retail line includes updated styles from Fin Fun’s popular Mermaidens line (based on the personality-driven Mermaidens characters) as well as the launch of fan-favorite Limited Edition styles, the company’s best-selling premium tail designs, enhanced with sparkling foil with an authentic mermaid skin feel. The new packaging ofers a clean, premium look and distinguished the higher-end Limited Edition line with foil treatment on the packaging as well. Both product lines feature Fin Fun’s exclusive reinforced tail tips for added durability that no other mermaid tail on the market today offers.

Best known for introducing high quality, high performance swimmable mermaid tail sets that deliver safety, comfort and fun at an affordable price, the Fin Fun brand has grown to be the leader in the Mermaid lifestyle segment with a unique assortment of Mermaid tail skins, a premium patented monofin design, coordinating bathing suits and beach apparel & accessories. The trademark Mermaidens line of mermaid tails and swimwear allows girls to become their favorite characters from Fin Fun’s original Mermaidens series of stories and games found on [FinFriends.com](http://www.finfriends.com), the perfect place for girls who love mermaids. Fin Fun has extended the fun from water onto dry land with its Cuddle Tails mermaid blankets, [Wild Things](http://www.wildthingsblankets.com) animal blankets and unique mermaid leggings.

**About Fin Fun**

Based in Idaho Falls, Idaho, Fin Fun originated the swimmable fabric mermaid tail and patented monofin in 2010. Fin Fun produces wearable mermaid tails, monofins, mermaid-themed clothing and accessories as well as its lines of Cuddle Tails plush mermaid tail blankets and Wild Things wearable animal blankets. A celebrity favorite, Fin Fun sells its products primarily online and to exclusive retail outlets in over 170 countries around the globe. In 2017, Eric Browning, CEO and Steve Browning, President & CFO, were named Idaho Small Business Persons of the Year by the U.S. Small Business Administration. In 2016, the family-owned and operated company made the [Inc. 500 list](http://www.inc.com/inc5000/list/2016) at #119 and was recognized as an innovative e-retailer on the Internet Retailer Hot 100 list. For more information, visit [www.finfun.com](http://www.finfun.com).

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