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**TINKERTOY® Introduces MY LITTLE PONY® Building Sets**  
*Officially-Licensed Building Toys by K'NEX® Will Allow Kids to Build & Play in the Magical Land of Ponyville*

Hatfield, PA, February, 2017 - K'NEX Brands, the [construction toy](#) company where creativity clicks™ is pleased to introduce TINKERTOY building sets inspired by the popular animated series MY LITTLE PONY : Friendship is Magic, currently seen in 180 countries around the world.

The new products combine the award-winning TINKERTOY building system with the main characters from MY LITTLE PONY, both under license to K'NEX from Hasbro. With over 325 million ponies sold since 2004, MY LITTLE PONY invites kids to experience the friendship and magic in the land of Equestria and the officially licensed MY LITTLE PONY TINKERTOY building sets let them create that magic!

**Pony Pals Assortment #1: RARITY Building Set**

RARITY, possibly the most beautiful and fashionable unicorn you've ever seen, prances off the screen and into your living room in this new MY LITTLE PONY building set! Kids can use the 14 TINKERTOY pieces to build a part of the Carousel Boutique, including RARITY and her vanity.

And everypony knows RARITY loves her hair, so as a bonus we've added a comb to this set! Suggested

retail price is \$12.99. Ages 3+. Available Fall 2017 on [knex.com](#) and at toy stores nationwide.



### **Pony Pals Assortment #1: APPLEJACK Building Set**



Get your hooves dirty with APPLEJACK in this MY LITTLE PONY building set. Featuring 11 TINKERTOY pieces, fans can build APPLEJACK and her apple cart. Then, with the 2 included apples on-board, set out on a Ponyville adventure to sell her apples to everypony! Suggested retail price is \$12.99. Ages 3+. Available Fall 2017 on knex.com and at toy stores nationwide.

### **Pony Pals Assortment #1: FLUTTERSHY Building Set**

Gentle and kind, FLUTTERSHY flies off the television screen in this adorable MY LITTLE PONY building set! Featuring a buildable FLUTTERSHY figure, this set includes 11 TINKERTOY pieces that build out a scene featuring Angel, her bunny companion, and a tree swing! Suggested retail price is \$12.99. Ages 3+. Available Fall 2017 on knex.com and at toy stores nationwide.



### **RAINBOW DASH & Cloudsdale Building Set**



Flying FAST into the MY LITTLE PONY offering is this fantastic RAINBOW DASH and Cloudsdale Building Set. With 36 TINKERTOY parts and pieces, this Cloudsdale themed set includes a buildable RAINBOW DASH pony and Cloudsdale scene featuring a spin ride, rainbow slide, and cloud accessories. Full color, easy to follow instructions feature 3 building ideas and allows for endless building potential. Models can be built one at a time. Suggested retail price is \$24.99 each. Ages 3+.

Available Fall 2017 on knex.com and at toy stores nationwide.

### **PINKIE PIE & Sweet Shop Building Set**

Get ready to celebrate with PINKIE PIE in this MY LITTLE PONY building set. Use the over 60 included TINKERTOY pieces to build PINKIE PIE and her Sweet Shop. Then, bake and sell 3 cupcakes in the included oven and cupcake stand. Or bring your treats to the party with the cupcake cart! Full color, easy to follow instructions feature 3 building ideas and allows for endless building potential. Models can be built one at a time. Suggested retail price is \$39.99 each. Ages 3+. Available Fall 2017 on knex.com and at toy stores nationwide.



### **TWILIGHT SPARKLE & Canterlot Castle Building Set**



Equestria awaits as you build your very own multi-level Canterlot Castle with this MY LITTLE PONY themed TINKERTOY building set. Set features 2 buildable figures - TWILIGHT SPARKLE and SPIKE, and includes a working swing and easy to lift elevator! With 98 parts and pieces, there is endless building potential. Full color, easy to follow instructions features 3 building ideas and allows for endless building potential. Models can be built one at a time. Suggested retail price is \$49.99 each. Ages 3+. Available Fall 2017 on knex.com and at toy stores nationwide.

### **About K'NEX Limited Partnership Group**

Founded in 1992, K'NEX, a wholly owned subsidiary of Smart Brands International Co., LLC, did not set out to become an educational toy company. All it wanted to do was show kids that the only limit to building was the size of their imagination! 25 years later, K'NEX prides itself on connecting Science, Technology, Engineering, Arts, and Math with imagination. STEAMagination™ can be found in every K'NEX set and with it building dreams become a fun-powered, 3-D reality! Winner of over 390 awards and recognitions, the K'NEX product line has building toys specially designed for every age group and skill level. The K'NEX family of brands includes IMAGINE Building Sets, Thrill Rides, K'NEX Education®, Kid K'NEX®, K-FORCE Build and Blast®, Mighty Makers®, Mario Kart™, Super Mario™, Plants vs. Zombies™, LINCOLN LOGS® and TINKERTOY® both under license from Hasbro, and

more! From the living room to the board room, we are proud to help build the leaders of tomorrow! Join us at [www.knex.com](http://www.knex.com).

### **About Hasbro**

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at [www.hasbro.com](http://www.hasbro.com), and



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### **TINKERTOY® Building Sets Inspire and Entertain a New Generation** *Familiar Sets Offer Popular Play Pattern Enhanced by Stability & Durability*

Hatfield, PA, – February 2017 – K'NEX Brands, the [construction toy](#) company where creativity clicks™ is pleased to announce additions to the popular, award-winning line of TINKERTOY building sets.



Created in 1913 after inventor Charles Pajeau observed children playing with pencils and empty spools of thread, TINKERTOY building sets offer satisfying, long-lasting play and continue to inspire children everywhere to use their imaginations!

Licensed by Hasbro, K'NEX began manufacturing TINKERTOY sets in 2012. These sets were initially made from plastic which enabled the product to snap together and stay together, allowing children the flexibility and creativity of imaginative play. However life-long fans of the iconic brand have been clamoring for nostalgic wooden TINKERTOY sets and, in 2017, K'NEX is pleased to deliver on that request!

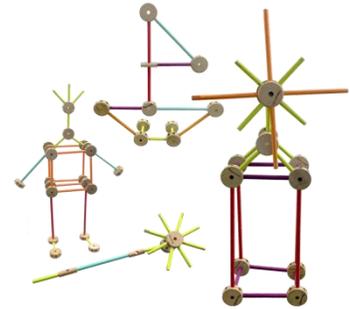
### **Basic Building Set**



65 real wood TINKERTOY parts and pieces are included in this nostalgic building set. Packaged in an iconic tube, this set is ideal for beginning builders. Also includes 9 building ideas. Most models can be built one at a time. Suggested retail price is \$34.99. Ages 3+. Available Fall 2017 on [knex.com](http://knex.com) and at toy retailers nationwide.

### **Deluxe Building Set**

With 100 real wood TINKERTOY parts there are enough pieces for children, parents, and grandparents to build together! Packaged in an iconic storage tube, this set provides endless building potential. Also includes 15 building ideas. Most models can be built one at a time. Suggested retail price is \$59.99. Ages 3+. Available Fall 2017 on [knex.com](http://knex.com) and at toy retailers nationwide.



### **Wild Wheels Building Set**

Create your favorite wheeled builds with the Wild Wheels Building Set! This set comes with 76 TINKERTOY parts and pieces to create some iconic wheeled builds. Build a pull-along duck, a wheel barrel, or even build two race cars at once! This set comes with an instruction sheet which provides a variety of ideas for all skill levels. And, as always, the TINKERTOY parts and pieces snap together and stay together for long-lasting play. Suggested retail price is \$29.99. Ages 3+. Most models can be built one at a time. Available now on [knex.com](http://knex.com) and at toy retailers nationwide.



### **65 Piece Essentials Building Set**



Build a whole bunch with your favorite TINKERTOY parts! The TINKERTOY 65 Piece Essentials building set features fan-favorite TINKERTOY parts including, spools, rods, flags, washers, end caps and more. Set is perfect for first-time builders, and comes with a

colorful instruction sheet that features building tips and ideas. Suggested retail price is \$24.99. Ages 3+. Available now on [knex.com](http://knex.com) and at toy retailers nationwide.

### **100 Piece Essentials Building Set**

The TINKERTOY 100 Piece Essentials building set features only the most familiar TINKERTOY parts including, spools, rods, flags, washers end caps and more. Set also comes with a colorful instruction sheet that features building tips and ideas. Suggested retail price is \$39.99. Ages 3+. Available now on [knex.com](http://knex.com) and at toy retailers nationwide.



### **150 Piece Essentials Building Set**

Build a whole bunch with your favorite TINKERTOY parts! The TINKERTOY 150 Piece Essentials Value Set includes made-in-the-USA spools, rods, flags, washers, end caps, and more! Building ideas included for all skill levels. Your child can add these parts to another TINKERTOY building set (sold separately) to build anything they imagine! Suggested retail price is \$49.99. Ages 3+. Available now on [knex.com](http://knex.com) and at toy retailers nationwide.



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## LINCOLN LOGS® 2017 Product Line Revealed

*Classic Building Fun for Children 3+*

Hatfield, PA, – February 2017 – K'NEX Brands, the [construction toy](#) company where creativity clicks™ is pleased to announce its 2017 LINCOLN LOGS product line. Licensed by Hasbro, LINCOLN LOGS has become more than just a toy...it's an authentic piece of Americana!

Developed in 1916 by the son of famous American architect Frank Lloyd Wright, LINCOLN LOGS is a classic toy brand that has been entertaining and teaching children for over 100 years. Made in the USA from real wood, building with LINCOLN LOGS sets helps children develop fine motor and problem solving skills.



The 2017 made in the USA line includes:

### **100<sup>th</sup> Anniversary Tin**



In 2016, LINCOLN LOGS turned 100 and K'NEX celebrates the centennial with this nostalgic set! Inspired by an original LINCOLN LOGS building idea, the 100th Anniversary Tin is just like you remember! Set includes 111 real wood logs, is 100% made in the

USA, and captures the true essence of the LINCOLN LOGS brand. Suggested retail price is \$44.99. Ages 3+. Available now on knex.com and at toy retailers nationwide.

### **Forge Mill Cabin**

Ready the homestead! The LINCOLN LOGS Forge Mill Cabin Building Set includes 51 pieces, including real wood logs that are made in the USA, 1 frontiersman figure and full-color building instructions. Suggested retail price is \$19.99. Ages 3+. Available now on knex.com and at toy retailers nationwide.



### **Horseshoe Hill Station**



Saddle up at LINCOLN LOGS Horseshoe Hill Station and get ready to ride off onto the dusty trail! This 83 piece building set includes made in the USA real wood logs, plus cowboy and horse figures! Suggested retail price is \$29.99. Ages 3+. Available now on knex.com and at toy retailers nationwide.

### **Country Meadow Cottage**

A LINCOLN LOGS building set designed especially for girls! The Country Meadow Cottage includes 137 made in the USA real wood logs, plus colorful figures and play accessories. Your little girl will have endless hours of fun building the cottage, decorating it with the included stickers and playing with the frontier figure and pony! Suggested retail price is \$39.99. Ages 3+. Available now on knex.com and at toy retailers nationwide.



### **Oak Creek Lodge**



Build a frontier lodge and invite all of your friends! The LINCOLN LOGS Oak Creek Lodge includes 137 pieces, and features real wood logs, now made in the U.S.A.! Set also comes with a cowboy figure that can ride the included horse. Step-by-step building instructions are also included. Suggested retail price is \$39.99. Ages 3+. Available now on knex.com and at toy retailers nationwide.

### **Collector's Edition Village**

One of the biggest LINCOLN LOGS sets ever created! The LINCOLN LOGS Collector's Edition Village set is 100% made in the U.S.A, and includes 332 real wood LINCOLN LOGS pieces. Packaged in a large, collectible tin for fast and easy clean-up. Suggested retail price is \$109.99. Ages 3+. Available now on [knex.com](http://knex.com) and at toy retailers nationwide.



For more information on LINCOLN LOGS Building Sets, visit

<http://www.lincolnlogstoys.com/>, and “like” LINCOLN LOGS on Facebook!

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## K'NEX® Unveils New Mario Kart™ Building Sets

*Officially-Licensed Toys Allows Kids to Bring their Favorite Mario™ Characters to Life!*

Hatfield, PA, February 2017 – K'NEX Brands, the [construction toy](#) company where creativity clicks™ is excited to announce its 2017 line of Mario Kart building sets.

Designed for young Nintendo® fans ages 6+, these building sets bring the fun of Mario and his friends to a new generation, and expand its appeal through a rewarding, age-appropriate K'NEX® building experience.

### **Mario Kart™: Bike Assortment Series 2**

Build your favorite characters on their Standard Bikes from Mario Kart - assortment includes Yoshi™, Toad™, and Mario™! Each set includes a buildable figure and parts to build their Standard Bikes. You can even transform the bikes into hover mode - just like the game! Use the package as a ramp for added fun when you're done building. Each set sold separately. Suggested retail price is \$8.99 each. Ages 6+. Available Fall 2017 on [knex.com](#) and at toy retailers nationwide.



### **Mario Kart™: Kart Assortment Series 2**



Build & race your favorite characters in karts from Mario Kart. Choose from fan favorites Shy Guy™, Wario™, or Mario™ in this Kart Assortment. Once built, transform the Kart into hover mode! Use the package as a ramp for added fun when you're done building. Each set sold separately. Suggested retail price is \$14.99 each. Ages 6+. Available Fall 2017 on [knex.com](#) and at toy retailers nationwide.

K'NEX is also pleased to add 3 new Mystery Bag assortments to the Super Mario™ line of Building Sets.

### **SUPER MARIO™: Mystery Figure Bags Series 10**

Build your favorite Super Mario characters! Each set includes 1 buildable figure – Maker Mario™, Purple Toad™, Cannon Box Luigi™, Luigi with the Poltergust 5000™, Red Yoshi™, Mario™, or Cat Princess Peach™! Which one will you get? Collect all 7! Each set sold separately. Suggested retail price is \$3.99. Ages 6+. Available Fall 2017 on knex.com and at toy retailers nationwide.



### **SUPER MARIO™: Mystery Figure Bags Series 9**



Build your favorite Super Mario characters! Each set includes 1 buildable figure – Cannon Box Mario™, Fire Luigi™, Maker Mario™, Para Dry Bones™, Mario, Bowser Jr.™, or Blue Toad™! Who will you get? Each set sold separately. Collect them all! Suggested retail price is \$3.99. Ages 6+. Available Fall 2017 on knex.com and at toy retailers nationwide.

### **SUPER MARIO: Mystery Figure Bags Series 8**

Build your favorite Super Mario characters! Each set includes 1 buildable figure – Ice Luigi™, Diddy Kong™, Donkey Kong™, Princess Peach™, Fire Toad™, Yoshi™, or Bowser™! Who will you get? Each set sold separately. Collect them all! Suggested retail price is \$3.99. Ages 6+. Available now on knex.com and at toy retailers nationwide.



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### **K'NEX Brands Introduces Nitro Circus Building Toys**

*Officially Licensed Construction Toys From K'NEX Allow Kids to Build & Play in the Exciting World of Nitro Circus*

Hatfield, PA, February 2017 –Nitro Circus fans everywhere will soon be able to build and play with their favorite daredevils! K'NEX Brands, the [construction toy](#) company where creativity clicks™, is pleased to introduce 6 officially licensed building sets inspired by Nitro Circus, the action sport collective led by Travis Pastrana.



These exciting new building sets are inspired by the spectacular Nitro Circus Live show, featuring the biggest tricks in freestyle motocross (FMX), BMX, skate and more.

Designed for children ages 7+, the building sets aim to expand the appeal of Nitro Circus through a rewarding, age-appropriate K'NEX® building experience. With over 2 billion video views to date and after more than 160 live shows in 26 countries to more than three million fans, Nitro Circus is an action sports empire that features top-tier talent and entertains families around the world.

#### **Mystery Figures, Series 1 (Stunt Figures with Contraptions)**



Young builders can get in on the exciting action of Nitro Circus by building some of the most popular stunts from the live action show! Each set includes one of 6 stunt Contraptions—Skateboard, Rocking Horse, Shopping Cart, Cooler, Wheelchair, and Boogie Board, which one will you get? Each set also comes with a buildable, poseable stunt figure. Compatible with all K'NEX Nitro Circus Sets. Ages 6+. Suggested retail price \$5.99. Available Fall 2017 on knex.com and at toy retailers nationwide.

### **Rip-N-Race Moto-X Building Set**

Build a K'NEX Nitro Circus Moto-X bike and join in on the fun of Nitro Circus! The new



K'NEX ripcord motor allows the Moto-X bike to achieve maximum speed! Simply pull back the cord, rev up the motor, and watch it take off! Package doubles as a ramp! Perfect for racing! Includes 38 K'NEX® parts and pieces. Ages 6+. Suggested retail price \$14.99. Available Fall 2017 on knex.com

and at toy retailers nationwide.

### **Rip-N-Race Penny-farthing Building Set**

Based on a bike used in the Nitro Circus live show, fans can now build one of their own

version with the K'NEX Nitro Circus Penny-farthing building set. The new K'NEX ripcord motor allows the Penny-farthing to achieve maximum speed! Simply pull back the cord, rev up the motor, and watch it take off! Use the wedge shaped package as a ramp! Perfect for racing. Includes 30 K'NEX parts and pieces. Ages 6+. Suggested retail price \$14.99.



Available Fall 2017 on knex.com and at toy retailers nationwide.

### **Giganta ramp Building Set**



Fans of the Nitro Circus live show can now build the Giganta ramp! Use the 166 K'NEX parts and pieces to construct your very own live action stunt show—right in your living room! Once you build the ramp, flip the switch and watch as the stunt figure takes on the Giganta ramp on a mini Moto-X Contraption! Ages 6+. Suggested retail price \$24.99. Available Fall 2017 on knex.com and at toy retailers nationwide.

### **Slingshot Fire Jump Building Set**

Build an exciting stunt inspired by the Nitro Circus Live show right in your living room!

The 243 included K'NEX parts and pieces enable youngsters to construct the Slingshot Fire Jump, complete with pretend "fire"! Once the ramp is built, pull back the lever and watch as the included stunt figure takes on the fire jump on a big-wheel Contraption. Ages 6+. Suggested retail price \$24.99. Available Fall 2017 on [knex.com](http://knex.com) and at toy retailers nationwide.



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### **About Nitro Circus**

Nitro Circus continues to position itself as the world's leading youth action sports & entertainment brand. From humble beginnings in 2003 – with Jeremy Rawle, Gregg Godfrey and soon to be action sports superstar Travis Pastrana producing DVDs from a Utah garage -- to a smash TV series which has aired in over 60 countries, Nitro Circus has exploded to global popularity. In 2012, *Nitro Circus: The Movie*, featuring cast members from the hit television series, was released in cinemas worldwide. In 2015, Nitro Circus announced a partnership with NBC Sports Ventures. The multi-year strategic alliance features TV specials and live events, such as Nitro World Games, and series programming airing nationally in the U.S. on NBC and NBCSN as well as streamed on the *NBC Sports App*.

The TV show was transformed by action sports industry guru Michael Porra into a must-see live event in 2010, creating the Nitro Circus Live global touring phenomenon. Since its inaugural Australian trek six years ago, the show has travelled the globe, obliterating box office records and cultivating a legion of diehard fans. Nitro Circus has now rolled across five continents, blown away over three million fans and sold out shows in the United States, Canada, Europe, Australia, China, Japan, the Middle East and South Africa. After over 70 shows globally in 2016 and with more shows coming up worldwide in 2017, Nitro Circus is undoubtedly the world's most successful action sports touring brand. For more information visit [www.nitrocircus.com](http://www.nitrocircus.com).

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**K'NEX® Introduces New Plants vs. Zombies Garden Warfare 2 Building Sets**  
*Officially Licensed Building Toys by K'NEX Allow Kids to Build and Play in the Plants vs. Zombies World*

Hatfield, PA, February 2017 – For years, Plants vs. Zombies™ fans have been building and playing as their favorite characters with licensed building toys by K'NEX®. Now they can bring even more of the Plants vs. Zombies world to life with new Garden Warfare 2 themed building sets!



PopCap® Games, Inc., a division of Electronic Arts, and the creator of the popular gaming franchise, together with K'NEX Brands, the [construction toy](#) company where creativity clicks™, are pleased to collaborate on this exciting addition to its wildly successful line of officially licensed building sets and mini-figures inspired by the

Plants vs. Zombies games.

**Mystery Figure Bags, Series 5**

With the Plants vs. Zombies Mystery Figure Bags, you can collect your favorite characters from the popular game! Series 5 of this popular collection includes Super Brainz, Captain Sharkbite, Pylon Imp, Scientist, Plasma Peashooter, Power Flower, Rose, and Kernel Corn. Each bag contains 1 mystery figure. Who will you get? Collect them all! Ages 5+. SRP \$3.99. Available Fall 2017 on [knex.com](http://knex.com) and at toy stores nationwide.



### **Crazy Targets Building Set**



Defeat the crazy gnome targets with the Garden Warfare 2 Crazy Targets Building Set! Based on elements from the popular Plants vs. Zombies Garden Warfare 2 game, this set includes 83 K'NEX® parts and pieces, 2 buildable figures, Sunflower and Foot Soldier, and graphic elements that help you recreate the game. Foot Soldier figure includes a rocket launcher with

shooting action! Easy to follow building instructions included. Ages 5+. SRP \$14.99. Available Fall 2017 on knex.com and at toy retailers nationwide.

### **Boat Blast Building Set**

Arm the cannons! Practice target shooting on a sunken shipwreck! Based upon a popular level from Garden Warfare 2, Shipwreck Target Practice, this Boat Blast Building Set includes 77 K'NEX parts and pieces, and 2 buildable figures -- Peashooter and Captain Deadbeard. Peashooter even features shooting action! Easy to follow building instructions included. Ages 5+. SRP \$14.99. Available Fall 2017 on knex.com and at toy stores nationwide.



### **Backyard Battlegrounds Building Set**



With the Backyard Battlegrounds Building Set from K'NEX you'll be transported to a level of the popular Garden Warfare 2 game to defeat the zombies and save your brains! This themed building set includes 231 K'NEX® parts and pieces, 2 buildable figures, Citron and Imp, and a buildable Z-Mech with shooting action! Easy to

follow building instructions included. Ages 5+. SRP \$34.99. Available Fall 2017 on knex.com and at toy retailers nationwide.

### **Mystery Figure Bags, Series 4**

Collect more of your favorite Plants vs. Zombies Garden Warfare 2 characters in our Series 4 collection, which includes Captain Deadbeard, Super Brainz, Foot Soldier, Imp, Citron, Kernel Corn, Peashooter, and Rose. Each bag contains one mystery figure. Who will you get? Ages 5+. SRP \$3.99. Available Spring 2017 on [knex.com](http://knex.com) and at toy retailers nationwide.



Popular 2016 product carrying forward is:

### **Mystery Figure Bags, Series 3**

With the Plants vs. Zombies Mystery Figure Bags, you can collect your favorite characters from the popular game! Series 3 of this popular collection includes Beach Zombie, Adventurer Zombie, Conehead Peasant Zombie, Caveman Zombie, Fire Peashooter, Snapdragon, Laser Bean, and Sunflower. Each bag contains 1 mystery figure. Who will you get? Collect them all! Ages 5+. SRP \$3.99. Available now on [knex.com](http://knex.com) and at toy stores nationwide.



### **About K'NEX Limited Partnership Group**

Founded in 1992, K'NEX, a wholly owned subsidiary of Smart Brands International Co., LLC, did not set out to become an educational toy company. All it wanted to do was show kids that the only limit to building was the size of their imagination! 25 years later, K'NEX prides itself on connecting Science, Technology, Engineering, Arts, and Math with imagination. STEAMagination™ can be found in every K'NEX set and with it building dreams become a fun-powered, 3-D reality! Winner of over 390 awards and recognitions, the K'NEX product line has building toys specially designed for every age group and skill level. The K'NEX family of brands includes IMAGINE Building Sets, Thrill Rides, K'NEX Education®, Kid K'NEX®, K-FORCE Build and Blast®, Mighty Makers®, Mario Kart™, Super Mario™, Plants vs. Zombies™, LINCOLN LOGS® and TINKERTOY® both under license from Hasbro, and more! From the living room to the board room, we are proud to help build the leaders of tomorrow! Join us at [www.knex.com](http://www.knex.com).

## **About PopCap**

PopCap Games is the leading global developer, publisher, and operator of casual video games: fun, easy-to-learn, captivating games that appeal to all ages across PC, mobile, social, and other platforms. Based in Seattle, Washington, PopCap was founded in 2000, was acquired by Electronic Arts in 2011, and has a worldwide staff of more than 400 people in Seattle, San Francisco, and Shanghai.

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