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PRESS RELEASE

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MasterPieces Introduces Baby Fanatic Line at Toy Fair **JAVITS CENTER BOOTH #1135**

New York, NY – (February 21, 2020) – New York Toy Fair 2020 will be the first public presentation of the Baby Fanatic line from MasterPieces, Inc.



Last year, MasterPieces, Inc. announced the acquisition of Baby Fanatic, the leading sports licensed baby product company, and now has the new bundle of joy-ful baby products ready to show to the world.

MasterPieces is uniquely positioned to bring the Baby Fanatic products to a wider fan-base. MasterPieces is ready to expand the availability of the products through its dynamic network of retail customers, as well as its extensive sports merchandise channels. In addition, online product sales availability are now linked into the MasterPiecesInc.com shop as well as directly from www.BabyFanatic.com.

David Rolls, President of MasterPieces, said, "Baby Fanatic has been an industry leader in sports team fan-gear for babies for over 15 years. We're thrilled to add to our sports category with these exceptionally high-quality products."

Appropriately, the acquisition allows a genuine fulfillment of the Baby Fanatic classic tagline, *Where Little Ones Become Big Fans*. MasterPieces now becomes a one-stop shop for sports fans to find fan gifts and gear suited for ages 0 to adult. "From pacifiers and sippy cups to games and playing cards, there is something for every sports fan," Rolls said.

The Baby Fanatic line currently includes professional and collegiate sports team Bibs, Pacifiers, Bottles and Sippy Cups, Security Bear Blankets, adorable Pre-Walkers, and Gift Sets. Complementing the existing MasterPieces' MLB, NFL, NHL and NCAA licenses, these new fan favorites will join the award-winning MasterPieces' sports stadium panoramic puzzles, checkers, dominoes, playing cards, matching games, FANPANS bakeware, and many other toys, games and houseware accessories.

About Baby Fanatic: Grown from a love of kids and sports, Baby Fanatic has grown to become the premier manufacturer of officially licensed NFL, MLB, NHL, and collegiate baby and toddler products. In 2003, Baby Fanatic founder, Tricia Woodson, was looking for the perfect baby gift for a fellow sports fan. Tricia soon developed and presented to the market place a product line that quickly became the one-stop-shop for quality licensed baby goods. Sports fans cheered!

About MasterPieces: About MasterPieces:

Celebrating its 25th Anniversary! MasterPieces Inc. was founded by David Rolls, former 8-year professional baseball player for the Kansas City Royals and Texas Rangers organizations, in 1995 with a passion to serve diverse retail markets and partner with evergreen brands and top puzzle artists. Twenty-five years later, MasterPieces has established itself as the market leader for combining the best quality products with the best value. Headquartered in Tucson, Arizona, MasterPieces reputation for producing innovative and



high-quality products has propelled its global growth and the company's commitment to ensuring great value and superior customer support has earned its dedicated, worldwide customer loyalty. MasterPieces creates some of the world most elegant puzzles and innovative packaging, as well as toys and gifts, while also partnering with brands such as Caterpillar, Hershey's, John Wayne, Realtree, Scholastic, and Warner Bros., as well as sports licensing with MLB, NFL, NCAA, and NHL organizations. For more information about MasterPieces, visit the company website at MasterPiecesInc and for the most immediate information and interaction with the company, please like and follow MasterPieces on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).