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IMMEDIATE RELEASE

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Mudpuppy creates engaging toys and activities that facilitate creativity and artistic play. With over 175 award-winning titles, we provide children innovative, “unplugged” formats for learning fun and imaginative playtime. Our big news this spring is the launch of a line of classic games with a playful twist. New Mudpuppy games are *Dominoes*, *Chess and Checkers* (both feature unique, travel-friendly packages for families on the go), *Tangram Race*, and *Big Box of Games* consisting of 4 games: bingo, dominoes, spinner game, and memory match.

Mudpuppy puzzles, a bestselling category for over 30 years, expands every season with the addition of innovative and interesting new formats. This spring we are excited to launch *My First Puzzle Pairs* which teaches youngsters animal names in Spanish and French, and *Puzzle Squares*, a format that actually has 6 puzzles in each package.

We’ve also added a new title to our bestselling line of board books. *Frank Lloyd Wright: My First Shapes*, which was named one of Amazon’s best children’s books in January 2017, is our 3rd major artist in Mudpuppy board books along with several titles from The Andy Warhol Foundation and The Keith Haring Foundation.

Please stop by the Mudpuppy booth #6404 at Toy Fair to see these as well as even newer titles we have coming for fall!

Mudpuppy’s Spring 2017 New Products:

Chess and Checkers, Ages 6+, SRP: \$10.99

Play two classic games on-the-go! 32 birch wood pieces feature classic chess symbols on one side and colorful illustrations on the other, all packaged in a travel-friendly drawstring fabric bag with the game board silkscreened right on it!

Dominoes, Ages 3+, SRP: \$11.99

Mudpuppy Dominoes sets include 28 double-sided pieces with colorful themed illustrations on one side and classic domino dots on the other- two fun ways to play! Packaged in a zippered-pouch for easy travel.

Big Box of Games, Ages 3+, SRP: \$19.99

Big Box of Games from Mudpuppy is jam-packed full of fun! Each box includes a memory game, dominoes, a spinner game, and bingo- all with colorful art featuring modes of transportation, enchanting princesses, geometric animals, and mighty dinosaurs.

Puzzle Pairs, Ages 2+, SRP: \$12.99

Use language skills to find the matching puzzle pieces with Mudpuppy's My First Puzzle Pairs. Each of the 10 puzzle pairs has a colorful illustration that is matched to its corresponding puzzle piece, including name translations or number matching. Use the animal illustrations and knowledge to find the puzzle pair!

Puzzle Squares, Ages 3+, SRP: \$13.99

Mudpuppy's Puzzle Squares include 27 double-sided pieces that create 6 different 9-piece puzzles! Sort the pieces by color and place them in the puzzle tray to reveal six different scenes or images.

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Plus many new titles added to our existing formats of Coloring Rolls, My First Touch and Feel Puzzles, Puzzles To Go, Wooden Magnetic Sets, and more!

