



Breyer® and DreamWorks Animation Television's *Spirit* Ride Again

Specialty Toy Line Debuting June 2017

PEQUANNOCK, NJ – February 17, 2017 – Breyer Animal Creations®, makers of the world's finest model horses, today announced that it has been tapped as a specialty toy licensee for the new DreamWorks Animation Television series *DreamWorks Spirit Riding Free*. Breyer will debut the new Spirit line at Toy Fair NY to be held Feb. 18-21, 2017 at Booth 403 at the Jacob K. Javits Convention Center in New York City.

The Netflix original series *DreamWorks Spirit Riding Free* will launch exclusively on May 5, 2017. The 2002 Oscar-nominated film, *Spirit: Stallion of the Cimarron*, introduced the world to a resilient mustang named Spirit, and has now inspired a new story set to enchant a whole new generation. Lucky, a gutsy twelve-year-old girl, befriends a wild mustang she names Spirit. With her two best friends (and their horses) by her side, they explore a world filled with endless rides, magnificent horses and never ending fun.

"Breyer is excited to bring Lucky and Spirit's world to life with a collection of beautiful model horses, figures and accessories. We believe that girls everywhere will relate to Lucky and Spirit and will want to experience the ride with them!" said Stephanie Macejko, Vice President of Marketing at Reeves International, Breyer's parent company.

Breyer will create a world of model horses, dolls, accessories and craft activity sets for *DreamWorks Spirit Riding Free* based on the adventures of Lucky and Spirit and Lucky's friends, family and horses. Breyer's *Spirit Riding Free* collection will be available at specialty retail in June 2017.

ABOUT UNIVERSAL BRAND DEVELOPMENT

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development's core businesses include Consumer Products, Games and Digital Platforms, and Live Entertainment based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television. Universal Brand Development is a business segment of Universal Filmed Entertainment Group, and part of NBCUniversal, a subsidiary of Comcast Corporation (NASDAQ: CMCSA).

ABOUT DREAMWORKS ANIMATION TELEVISION

DreamWorks Animation Television is one of the world's leading suppliers of high-quality, animated family programming, reaching consumers on linear and on-demand platforms in more than 130 countries and garnering 31 Emmy Awards to date. It is a division of the Universal Filmed Entertainment Group (UFEG).

About Breyer Animal Creations®

Breyer Animal Creations is a division of Reeves International (www.reevesintl.com), a family-owned, NJ-based toy manufacturer and distributor. Breyer, founded in 1950, celebrates the horse and other animals, dedicating itself to the creation of authentic and realistic model horses for play and collecting. Breyer is one of America's most iconic toy brands and its 'portrait' models of horse heroes and animals like Secretariat, Black Beauty, The Black Stallion, RinTinTin and Lassie have inspired children of all ages to love animals. Breyer's partnerships with publishers like Scholastic and Macmillan Children's Publishing and studios like Universal (*Seabiscuit*); DreamWorks (*Spirit: Stallion of the Cimarron* and *Dreamer*), and Touchstone Pictures (*Hidalgo*) have provided a base from which to create new content and play forms for children inspiring a world of imagination and creativity. Visit us at www.breyerhorses.com or call 800-413-3348 to learn more about the model horse hobby and Breyer Animal Creations.

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