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FOR IMMEDIATE RELEASE

SAVVi™ Offers Jack Link's Licensed products at New York Toy Fair

TUCSON, Ariz. – Feb. 17, 2018 – SAVVi™ is expanding its license offering at the 2018 New York Toy Fair to include Jack Link's branded products, the protein snacks that Feed Your Wild Side™. SAVVi's product lineup will include plush, puzzles, action figures, small toys, and temporary tattoos. The Toy Fair will run from Feb. 17 through Feb. 20, 2018.

"SAVVi's eager to partner with the number one brand of meat snacks. As nostalgia marketing continues to be a trend, we look forward to expanding our license offering of retail brand cultural icons, like the Jack Link's Sasquatch," License Project Manager James Cukr said.

With 28 flavors from Original to Teriyaki and jalapeno, Jack Link's is rated the number four overall snack brand and number one snack brand at convenience stores. More than 500 million units are sold each year.

In addition to the Jack Link's license, SAVVi also has expanded its license offering to include PEEPS® branded products, the flavored marshmallow candy. SAVVi continues to create products featuring its Disney, Hasbro, IMOJI, Lucasfilm, Marvel, Nickelodeon and Universal licenses.

Stop by booth 1247 at the New York Toy Fair to take a picture with a life size Jack Link's Sasquatch cutout. See live demonstrations of the Glitterific craft tool, take selfies at an Augmented Reality Selfie Station, review SAVVi's latest licensed products and eat PEEPS® with your peeps!

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At SAVVi, we have been creating children's products that encourage imaginative play since 1989. Well over 2 billion products have been produced and sold since then. As we continue to move forward in our Tucson, Arizona headquarters, 100 percent of our products continue to be proudly imagineered and designed in-house, while the majority of these are also American Made. Featuring today's most popular media properties and newest technologies, our time-honored toys and play activities foster creativity and provide children with engaging and fun recreational learning.

PLAY SAVVI

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