



## PRESS RELEASE

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## Tucker Toys Enters Distribution Agreement with Swimways

Hamilton, NJ – (January 29, 2018) – Emerging leader in new outdoor play products, Tucker Toys, today announced that the company has entered an exclusive distribution deal with Swimways Corp., a wholly owned subsidiary of Spin Master Ltd.

Starting January 1, 2018, Swimways became the exclusive distributor in the United States, Canada, Mexico and Italy for some of Tucker Toys' top-selling brands, including Phlat Ball®, Zoingo Boingo Pogo®, Disc Jock-e®, Kite-A-Pult® and E-Z Grip Flag Football.

At The 2018 American International Toy Fair held in New York City at the Jacob Javits Convention Center from February 17-20, Tucker Toys' product line can be seen at [Tucker Toys booth #143](#) and at [Swimways/Spin Master Booth #1545](#)

Mark Nathan, who leads sales for Tucker Toys, said, "Swimways is a perfect partner to deliver Tucker Toys' product into new, untapped channels and expanded retail positions. We couldn't think of a better company to work with to supply our products into key areas of consumer demand."

"We are thrilled to partner with such a fun and like-minded company like Tucker Toys," said David Arias, President, Swimways. "This partnership fits well for Swimways as it extends our lineup of recreational toys even further, giving us breadth in what we can offer to our customers. With over 50 years behind us in pool and outdoor fun, Tucker Toys is the perfect addition to the Swimways family."

Swimways will support the following products from Tucker Toys through distribution:



- Phlat Ball - the original transforming disc-ball
- Zoingo Boingo Pogo - the flexible, freestyle Pogo
- Disc Jock-e - a flying disc with a built-in Bluetooth speaker for clear, big sound
- Kite-A-Pult - a self-launching kite and glider system
- E-Z Grip Flag Football – play anytime, no more expensive flags or belts

Currently, more than 22 million Tucker Toys' Phlat Balls have been sold since they were introduced in 2000.

Evidence of the dramatic growth of Tucker Toys was recently confirmed when the company was named as a finalist for the 2017 Association for Corporate Growth (ACG) Award, recognizing New Jersey's most successful middle market corporate growth companies.

### **About Tucker Toys:**

Tucker Toys, based in Hamilton, NJ, brings to market a line of toys with far wider ranges of use, spanning all ages and transforming almost all environments into playable ones. Tucker Toys evolved from marketing only through a few international distributors to over 50 countries currently with a strong public outreach, engaging kids and families directly. Every toy created by Tucker has received awards from various prestigious organizations including Mom's Choice, Parents' Choice, The National Parenting Center, National Parenting Publications of America, The Toy Insider and countless others. Recently, Tucker's toys received special needs approval by [AblePlay](#), a division of Lekotek, proving the versatility of Tucker's toy innovation that brings value to parents and benefits to children across the spectrum. Products from Tucker Toys include the internationally award-winning [Phlat Ball®](#), [Crush-It!® Bat](#), [Trick Shot Sports®](#), [Zoingo Boingo® Pogo](#), and the [E-Z Grip® ball](#) line. More information is available at [TuckerToys.com](http://TuckerToys.com) and to interact with the company, follow us on our social media outlets: [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [YouTube](#).

**About Swimways Corp.:** Based in Virginia Beach, Virginia, Swimways, a wholly owned subsidiary of Spin Master Ltd., is a leisure and recreational water products manufacturer whose mission is making free time more fun through innovation. It is a company rich in traditional values and respected for the quality and integrity of its products and services. With distribution in over 20,000 storefronts, it markets three unique brands: SwimWays®, Kelsyus® and COOP®. The company's diverse staff is passionate about developing fun and engaging products for kids. They are equally passionate about making sure kids are safe in and around the water and believe learning to swim is an important life skill. In 2012, they established National Learn to Swim Day, the third Saturday of May each year, dedicated to educating parents and children about water safety and the importance and benefits of learning to swim. Swimways has been helping kids learn to swim for over 50 years -- longer than anyone else (except parents, of course!). For more information about Swimways, visit [www.Swimways.com](http://www.Swimways.com).