



Media Coverage



Featured on August 26, 2015

The show airs Monday through Friday at 11 a.m. MT after ABC's The View.

Broadcast

Link [Here.](#)



Underground Toys has a variety of Star Wars themed home products that are perfect for adding some fun at the start of the school year! From seasoning your morning eggs with creative salt & pepper shakers, to movie-themed BBQ tongs for the backyard, Underground Toys has you covered. Available in major US retailers including **Walmart**, **Target**, **Hot Topic**, **ToysRUs**, **Gamestop** and **Barnes & Noble**.

Featured on September 4, 2015

The Snug is an online platform where you can find the best DIY and home decorating content from across the web. Features content from Time Inc's magazine editors, web partners, home brands, and social users.

Circulation: 18,853 Page Views Per Month

Link [Here.](#)



Featured on September 28, 2015

Serves as a business-to-business resource for the housewares industry. Provides news analysis, in-depth trend reportage, full-color merchandising coverage and exclusive industry statistics.

Circulation: 12,500

Kitchenware Vendors Premiere Licensed 'Star Wars' Collections

NEW YORK—Kitchenware strikes back! Kitchenware is benefiting from licensing programs with the "Star Wars" franchise. New kitchenware items this fall feature the iconic figures and symbols from Star Wars, corresponding with the upcoming "Star Wars: The Force Awakens" movie, to be released this December.

Zak Designs has brought Star Wars hydration and food storage to market, as well as a kids baking set. Included in the set is a spatula and whisk with Darth Vader and R2-D2-themed handles, as well as cookie cutters in the shapes of the characters. Designed to fit small hands for kids interested in baking, the Tiny Chef set has a suggested retail price of \$29.99.

Underground Toys has unveiled a broad kitchenware assortment with Star Wars. Included in the company's mix is an X-Wing knife block. The base is constructed of zinc alloy/plastic and the cutlery is constructed from carbon stainless steel. The X-Wing knife block set has an SRP of \$99.99.

The company is also offering a ceramic salt and pepper shaker set in R2-D2 and R2-Q6 stylized figures. The shakers are milled and then painted to look like the droids. A similarly sized R2-D2

Underground Toys' Darth Vader oven glove.

is available as a kitchen timer. A set of BBQ tongs designed to look like Vader's lightsaber is also a part of the mix. The tongs come with a dark red storage case and feature a "vowing" sound effect to add extra Star Wars flair.

Underground Toys also added a Darth Vader oven glove, and chopping boards in the shapes of the Millennium Falcon, Death Star and a Storm Trooper. Similar characters can be found on pizza cutter handles, ice cube molds, bottle openers, bottle stoppers and heads of spatulas. [E]

STARS WARS ON THE RISE, SEE PAGE 1



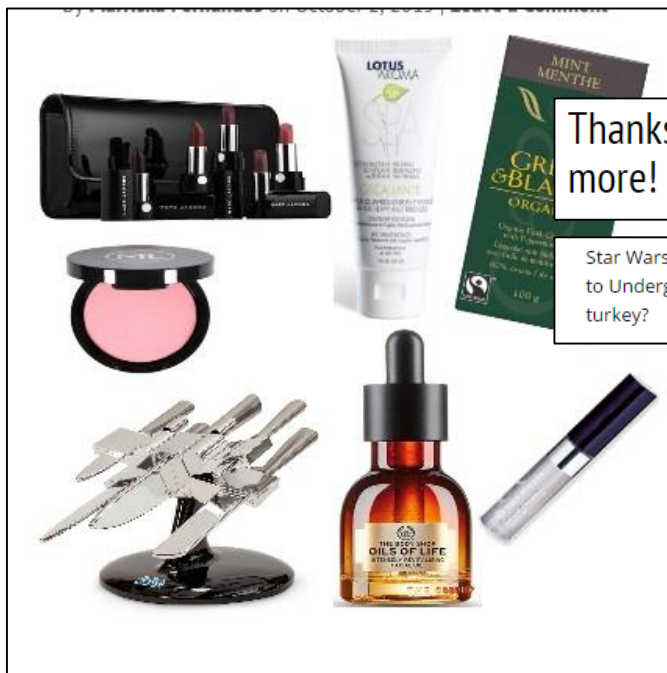
CLOCKWISE FROM ABOVE: Underground Toys' droid salt and pepper shakers, Darth Vader lightsaber barbecue tongs and X-Wing Fighter knife block.

Featured in Thanksgiving Gift Guide

Provides Canadian movie fans with exclusive, inside information about all aspects of the Hollywood film industry. Features in-depth reporting on new releases, celebrity interviews, film previews, movie gossip, and music reviews. Includes, profiles, previews and news.

Circulation: 3,381,077 Page Views Per Month

Link [Here.](#)



Thanksgiving gift guide includes Star Wars, chocolate and more!

Star Wars fans, time to geek out! [The Star Wars X-Wing Knife Block](#) makes the force strong in the kitchen. Thanks to Underground Toys, this is Luke's knife block - it looks just like an X-Wing. So how about that Thanksgiving turkey?



Featured on October 22, 2015

State of Michigan Communications Representative for the Office of Good Government; Community Page Editor for The Oakland Press. The views expressed belong to me.

Circulation: 2,097 followers

Link [Here.](#)



Set to be included in November 2015 Issue

Serves as a fresh, smart, informative and inspiring magazine that speaks to today's active, youthful women in a way that is passionate, authoritative and relevant to their lifestyles.

Circulation: 1,537,140

food discuss!

"LUKE I AM YOUR WEFER-COOK-OFF CHALLENGER!"

MAY THE FORCE OF WARMTH BE WITH YOU! 29 PERCENT OF AMERICANS GRILL THEIR FOOD OUTDOORS IN WINTER (BBQ)

As the holidays begin to wrap us in their... slightly smothering embrace, that... Table for One, the reason we heart you most? When we dine together... no one will... ever steal our truffle fries.

A LOVE LETTER TO EATING ALONE

Dear Table for One,

For years, rom-coms tried to convince us that you were reserved for dejected Joneses. So it was gratifying to discover that 46 percent of meals are now eaten solo! Our secret is out: A single reservation means savoring every taste, carving up on table... neighbors, spontaneous comes with cute bartenders, and finally alone time. Hanging out with numero uno feels like a luxury because it is—especially as the holidays begin to wrap us in their... slightly smothering embrace. But, Table for One, the reason we heart you most? When we dine together... no one will... ever steal our truffle fries.

STEEP THOUGHTS

Tea and crumpets? Save it for when Kate Middleton is in town. The latest trend in tasting menus pairs the ancient bevvie with food you actually eat.

WHITE TEA + SALAD
A fresh arugula, grape, and vinaigrette salad matches white's subtle flavor profile (which can also cut through lush, creamy yogurt).

CHINESE BLACK TEA + GRILLED CHICKEN
Smoky poultry suits the smooth richness of black tea. Or, for a slightly bitter cup of Sri Lankan Ceylon with cheesecake.

JAPANESE OOLONG TEA + SHRIMP
A cup of floral oolong contrasts beautifully with scallops and lobster. Chinese versions heighten the flavor of roasted stone fruits.

CHINESE GREEN TEA + GOVIERE
This semisoft, cheese pairs well with the nuttiness of green tea, melt-ingly tender fish filets, like salmon or macaroni, help balance out its greasy notes.

PURIEN TEA + STEAK
Heavy or oily grub, like a Szechuan-style stir-fry or a perfectly seared steak with sautéed onions, is made for Puer's depth and earthiness.

Source: Billy Drex, a food specialist at DavidLeite

Set to be included on October 30, 2015

Provides parenting and product tips to a mom audience. Covers parenting tips, toys, electronics and baby gear.


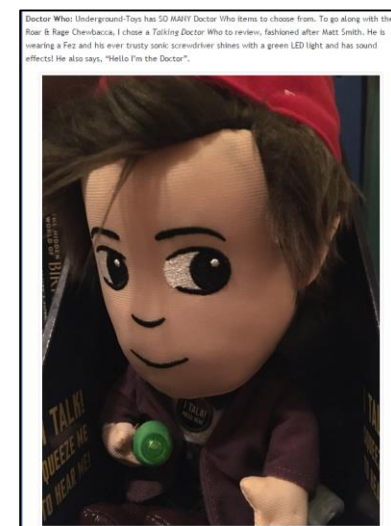
Circulation: 55,908 Page Views Per Month

<http://themombuzz.com/2015/10/30/one-stop-for-geek-toys-undergroundtoys-wholiday/>

One Brand for #Geek Toys - @UndergroundToys #Wholiday
 OCTOBER 30, 2015 BY ERIN TALES LEAVE A COMMENT

I adore geek toys, plush and moichendise. Think items based on fan favorite television shows, movies and pop culture. Kids and husbands LOVE being surprised with these kinds of items and there is a load of them at Underground-Toys themed around Doctor Who, Ghost Busters, Star Wars, Marvel and more. Here are four hot items that would be a Wookiee of a surprise this who-liday season!

Chewbacca Plush: There are TWO Chewbacca's I have my eye on at Underground-Toys. One is BIG and sure to make an impact. The other is more what I consider in my price range. But your price range might be bigger. So if your motto is "Go Big or Go Home", then put an order in for the 48" Talking Plush Chewbacca. He's cute, he's fuzzy, he's a great cuddler and listener and he featuring the original and iconic roars from the classic movies.

Parade

Featured on November 15, 2015

Parade is a Sunday magazine designed to entertain and inform. Distributed to nearly 330 newspapers around the country, with a circulation of 32,000,000, the magazine spotlights American interests by featuring stories on celebrities as well as ordinary people.

Circulation: 22,000,000 Page Views Per Month





Featured in the November 2015 issue

Provides parenting and product tips to a mom audience. Covers parenting tips, toys, electronics and baby gear.

Circulation: 47,800

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Link [Here.](#)



holiday gift guide

Dr. Who Sonic Screwdriver. \$28.50.
<http://underground-toys.com/>

The waterproof Kixey Boot. \$90.
keenfootwear.com

Joe Journeyman search adventure book for football fans. \$24.99.
JoeJourneyman.com

mCookie, magnetic stackable Arduino microcontroller, lets budding programmers transform their LEDs. Kits from \$98.
microduino.cc

Ask Amy talking interactive doll. \$120.
askamy.com

Moss Pins, an elegant way to cinch up a maxi dress. \$19.99.
fabodina.com

Faux Fur Sleeping Bag W/ Hood, Snow Leopard. \$189.
pbteen.com

Electrohome Archer Record Suitcase. Plays vinyl and digital tunes. \$99.95.
electrohome.com

26 - houston family magazine - november 2015

www.HoustonFamilyMagazine.com

The News

Featured on November 29, 2015

The Greenville News aims to provide Greenville, SC, and its surrounding communities, which include Pickens, Anderson and Spartanburg counties, with local, regional and national news.

Circulation: 45,370

WIN THIS!
Just visit
UpstateParent.com
and click on the
Enter to Win
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You **KNOW** you
want to win this!

DON'T MISS THIS!
Compiled by Angie Campbell

December

Holiday gifts for the whole family

1 Fans of the TV show "Doctor Who" will be able to choose from a new line of toys and products this holiday season. Underground Toys has released tumblers and lidded flasks for busy moms and dads on-the-go as well as a plush toy of the Eleventh Doctor, complete with fez and sonic screwdriver with light and sound effects. Available at Toys 'R' Us, Amazon, and Hot Topic. \$10 – \$30.

Hallmark is supporting Toys for Tots with the launch of holiday Star Wars Itty Bittys. The special line includes Chewbacca, R2-D2, Yoda and C-3PO. For each holiday Star Wars Itty Bitty sold, Hallmark will donate \$1 to Toys for Tots. They will also donate a variety of Itty Bittys plush toys. Available at Hallmark Gold Crown stores and at Hallmark.com. \$7.

2

MANDATORY

Featured on December 2, 2015

Covers men's interests, including topics such as girls and comedy.

Circulation: 740,651 PVPM

Link [Here.](#)

Star Wars Themed Ceramic Salt And Pepper Shakers



Made of the highest quality ceramic, these droidtastic R2-D2 and R2-Q5 salt and pepper shakers are molded and painted to look just like the best known astromech droids in the Star Wars universe, making them a must have addition to any fan or collector's dining table. Measures approximately 3 1/2" high x 3" wide x 2" deep. Officially licensed product. (Available at [Amazon](#), \$25)



Featured on December 2, 2015

News 12 Long Island is a regional cable channel that covers news, weather and sports 24 hours a day for the residents of Long Island. Weekday programming is comprised of four different news segments.

Circulation: Broadcast

Link [Here.](#)



GRAND

Featured on November 5, 2015

GRAND Magazine is for Grandparents, Grandma, Grandpa and Grandchildren. It is a family resource for parents and everyone who loves children.

Circulation: 250,000

Link [Here](#).

As we grands are looking for new and interesting gifts for our grandkids, we asked a real cool kid, 12 year old, Sarah Cobb, to check out the new Doctor Who 10th Doctor Sonic Screwdriver and tell us what she thought of it.



I've been a Doctor Who fan for several years now and my favorite doctor is David Tennant. As you can imagine I was excited to receive the 10th doctor's Sonic Screwdriver! It makes noises just like the show, and looks like it too. It even has two different nibs that you can change out; a normal one and one you use to write hidden messages. Overall, I like it and so would any other Dr. Who fan.

Sara Cobb, 12 years old

Available at Amazon.com

- 3.35" high
- 10.24" wide
- Sonic screwdriver that's really a flashlight
- Super bright LED for timey-wimey adventuring
- Have your collectible and use it, too!
- Approx 6.5" in length
- The Eleventh Doctor's handy device shines a bright green beam through light-emitting diodes.

Featured on November 5, 2015

Overthinking It subjects the popular culture to a level of scrutiny it probably doesn't deserve. Movies, TV, music, and more in posts, podcasts, and videos

Circulation: 426,512 Page Views Per Month

Link [Here](#).

[Star Wars X-Wing Knife Block](#)

Star Wars Episode VII: The Force Awakens is approaching at hyperspeed, and I don't even know what to say about this X-Wing Knife Block except it's a freaking X-Wing Knife Block!

[According to Wookieepedia](#), the Star Wars wiki, "knives have been used throughout the ages by assassins, thugs, and Mandalorian warriors, as well as soldiers of various eras. During the Clone Wars, it was standard issue for clone personnel (with the exception being clone commandos, who were issued their own knuckle plate vibro blades). SpecForce soldiers and later Galactic Alliance Infantry Troopers and officers were all equipped with knives, usually as a backup melee weapon."



Featured in December 2015 issue

Articles cover music, art and entertainment in Ontario's greater Hamilton area. Features review bands, new music releases and movies as well as report on community activities and local attractions.

Circulation: 20,589

Link [Here](#).

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BBQ Tongs: Vader's Lightsaber

— Bring the Dark Side to your BBQ with Lord Vader's very own BBQ tongs!

Featuring metal tongs, a heatproof plastic handle and dark red storage case, there's even the classic lightsaber 'vwww-ing!' sound effects to add extra Star Wars fun to proceedings.

A must-have not just for the millions of Star Wars fans out there, but also for anyone who just wants to liven up their BBQ!

Can be found at thinkgeek.com for \$34.99.

Tribune-Review

Featured on December 17, 2015

Tribune-Review is a daily newspaper that covers news from Greensburg, PA and the counties of Westmoreland, Fayette and Indiana. It contains business, entertainment, style and regional, national and international news

Circulation: 104,956

Spice things up with a set of **Star Wars Salt and Pepper Shakers – R2D2 and R2Q5** (\$24.95 at Amazon). The ceramic shakers from Underground Toys feature accurate R2 details.

All this galactic stuff can make you thirsty. So, grab 9-inch-tall ceramic **Star Wars Steins** (\$49.95 on Amazon) that hold 22 ounces of your favorite beverage. The head-hinged lid closes, keeping your drink from spilling.

Or perhaps you'd prefer a futuristic **Star Wars Darth Vader Self Stirring and**

OAKLAND PRESS

Featured on December 14, 2015

The Oakland Press in Pontiac, MI is a daily newspaper for the residents of Oakland County, MI that covers the day's events, from the goings-on in local communities, schools, police departments and courts to the political events in the nation's capitol. It provides local, regional, state and national news, as well as sports, business, features, special reports and entertainment coverage.

Circulation: 45,859

<http://www.theoaklandpress.com/lifestyle/20151214/review-star-wars-kitchen-supplies>

Review: 'Star Wars' kitchen supplies



Oxford Township native and former Oakland Press Community Engagement Editor Monica Drake poses with R2D2 salt and pepper shakers from Underground Toys. Photo submitted by Monica Drake

By Monica Drake, The Oakland Press

POSTED: 12/14/15, 7:44 PM EST | UPDATED: 3 DAYS AGO # COMMENTS

The release date of the most anticipated movie of the year – maybe even of the decade – is on Friday, Dec. 18.

To celebrate the opening of “Star Wars: The Force Awakens,” online store Underground Toys is selling the perfect Christmas gift – “Star Wars” themed kitchen supplies.



Featured in the December issue.

Written for visitors to the Vancouver metropolitan area. Contains features on area events, shopping and dining. Also spotlights some of the unique attractions and recreational activities available in the area.

Circulation: 54,000

SHOPPING



Epic Gifts
Are you already counting down to the big day? No, not Christmas—Dec. 18. That's when Han Solo, Luke Skywalker, Princess Leia and a whole host of new characters take over the silver screen in the highly anticipated *Star Wars: The Force Awakens*. Treat your favourite *Star Wars* fan to a LEGO advent calendar (at Indigo, page 18), Moleskine notebook (at The Original Paper-Ya, page 24) or silicone Darth Vader oven glove (at HMV, page 20). And may the force be with you.
—Sheri Radford

Open daily. Market 9 am-7 pm. Retail shops 10 am-7 pm. Closes at 6 pm on Su. Restaurants open later. 123 Carrie Cates Court, near the SeaBus terminal in North Vancouver. 604-985-6261. www.lonsdalequay.com & **Map 4: C4**

MCARTHURGLEN Get your shopping fix at these designer outlet stores. Shop in an open-air village with over 80 premium lifestyle brands, including Coach, Nike and Armani. M-Sa 10 am-9 pm, Su 10 am-7 pm. 7899 Templeton Station Rd., Richmond. 604-231-5525. www.mcarthurglen.vancouver.com & **Map 3: B3**

METROPOLIS AT METROTOWN BC's largest shopping destination boasts 450 stores, restaurants and theatres. It's home to Hudson's Bay, Winners, HomeSense, Zara, and Silvercity Metropolis Theatres. Huge amount of free parking. A sky-walk links the mall with Metrotown SkyTrain and bus loop. M-Sa 10 am-9 pm, Su and holidays 11 am-7 pm. 4700 Kingsway, Burnaby. 604-630-3340. www.metropolisatmetrotown.com & **Map 4: E6**

OAKRIDGE CENTRE A leading shopping centre 15 minutes from downtown. Browse a mix of luxury shops, trendy independent boutiques and major brands such as Max Mara, Hugo Boss, BCBG Max Azria, Lacoste, Coach, Harry Rosen and Boys' Co. Also find modern essentials at Banana Republic, Gap and Lululemon.

Featured in the Canadian Tribute 2015

Provides Canadian movie fans with exclusive, inside information about all aspects of the Hollywood film industry.


Circulation: 3,282,462 PVPM

<http://www.tribute.ca/news/index.php/last-minute-holiday-gift-guide-alex-ani-cougar-boots-and-more/2015/12/17/>

The Essential Tools for Creating Sci-Fi Art

Dr. Who

Know someone who loves the quirky TV series *Dr. Who*? This *Dr. Who* handy-dandy electronic sonic screwdriver (\$34.99 CDN) is a marvelous gadget featuring button-activated light and sound effects and includes a hidden ultraviolet pen and UV light that reveals your secret writing, as well as a spare standard ink nib. You wouldn't want them to go running about through time and space without one of these in their pockets! Come on, let's cosplay!



The image shows a silver and black electronic sonic screwdriver, a popular cosplay item for fans of the TV series Dr. Who. The device has a glowing blue tip and is shown with sound effects 'Bittzzzzzz!!!' and lightning bolts around it, indicating its sonic capabilities. The screwdriver is positioned diagonally, pointing towards the bottom left.