



FOR IMMEDIATE RELEASE

**WICKED COOL TOYS TEAMS WITH ALCHEMY II
FOR GLOBAL RELAUNCH OF THE TEDDY RUXPIN
BRAND AND FRANCHISE**

Comprehensive Toy Line Planned for Fall 2017; Episodic Content to Follow

Bristol, PA – February 1, 2016, – [Wicked Cool Toys](#) has teamed up with Alchemy II, Inc. to relaunch the Teddy Ruxpin brand and franchise globally with toys, content and comprehensive licensed merchandising program. Returning in Fall 2017, Teddy Ruxpin remains one of history's most successful, trusted and cherished children's entertainment properties!

Teddy Ruxpin launched in 1985 with enormous success as the world's first fully animated talking toy. Named as one of the *100 Greatest Toys of All-Time* by *Time Magazine*, the new Teddy Ruxpin will engage with a whole new generation of kids whose parents and grandparents adored Teddy for his wholesome fun, exciting interactive adventures and cutting edge technology, making Teddy Ruxpin more relevant to today's kids than ever.

"Teddy Ruxpin's play-pattern and infusion of technology was way ahead of his time back in the 80's, and with continued massive parental awareness it's the right time to bring back this coveted brand," said Michael Rinzler, Co-President & Founding Partner, Wicked Cool Toys.

Jeremy Padawer, Co-President & Partner, Wicked Cool Toys, adds, "We are embracing the past and making Teddy Ruxpin as adorable and engaging as ever, while innovating Teddy with features that will amaze parents and their tech savvy children."

Padawer and Rinzler will be meeting with potential partners at Kidscreen Summit in Miami, New York International Toy Fair, and more in the months to come.

Created in 1985 by Ken Fosse, former Disney Imagineer, Teddy Ruxpin was the very first of his kind, creating a new industry category in talking toys. Teddy Ruxpin became an overnight sensation as parents and children embraced the lovable, gentle storytelling bear and the 65-episode television series. Teddy Ruxpin sold more than 8 million units in a few short years!

"Teddy Ruxpin is more than just a toy," said Jan Fosse, President of Alchemy II. "He's about friendship, magical fun, storytelling and literacy, and we believe the team at Wicked Cool Toys

has just the right experience to bring this *friend-for-life* franchise back to life for a whole new generation of kids.”

“Alchemy is thrilled to work with Wicked Cool Toys, to maximize Teddy’s creativity with new innovations, and meet with potential content and licensing partners,” said Mary Becker, Vice President of Alchemy II.

About Teddy Ruxpin

The first interactive children's toy took the form of a talking teddy bear; Teddy Ruxpin’s mouth and eyes were programmed and synchronized with his voice as he told stories that played on a cassette deck in his back. At the peak of his popularity, Teddy Ruxpin became the best-selling toy of 1985 and 1986. An animated Teddy Ruxpin series, “The Adventures of Teddy Ruxpin,” debuted in 1987.

About Alchemy II

Alchemy II, Inc., owner of the Teddy Ruxpin brand, was founded by Ken Forsche in 1982. Following the success of its technology and toy, Alchemy produced a 65 episode animated series called, “The Adventures of Teddy Ruxpin” as well as more than 60 books and audio tapes featuring original stories, art and songs. The Teddy Ruxpin brand expanded to include interactive games, plush, poseables, clothing and more. Over 8 million Teddy Ruxpin animated toys were sold worldwide in 13 languages. The combined worldwide gross earnings from the Teddy Ruxpin talking toy products, books, audio tapes, television series, merchandising, licensing, and other ancillary products and royalties were an estimated 6 billion dollars over a three year period from 1985 to 1987.

Alchemy II also developed the *Talking Mother Goose*, and in collaboration with Disney, Charles Schultz and Henson respectively, *Mickey Mouse and Goofy*, *Snoopy and Charlie Brown*, and *Baby Boppers* all became Talking Toys from Alchemy II.

About Wicked Cool Toys

Founded in 2012, Wicked Cool Toys (Wicked Cool Toys LLC/WCT) is an emerging leader in play that creates, designs, manufactures and markets a diverse, innovative and fun portfolio of toys for all ages. Wicked Cool Toys' portfolio includes Cabbage Patch Kids®, GSUSA® (Girl Scouts), Teddy Ruxpin, MasterChef Junior, WWE®, Wild Kratts, Teenage Mutant Ninja Turtles®, Blaze, Shimmer and Shine, Xtreme Cycle, Cat Paw, My Girl’s Dollhouse and Vrüm. WCT's Girl Scouts Cookie Oven was a 2016 Girl Toy of the Year (TOTY) nominee and top pick on every major retailers’ 2015 holiday list, including, Walmart, Toys “R” Us, Amazon and Target. WCT was also selected by industry peers as a Kidscreen Hot50 Company in the Licensing category for 2015! Visit www.wickedcooltoys.com and follow the Company on both Facebook and Twitter. www.facebook.com/wickedcooltoys @wickedcooltoys

###

Media Contact

Janis Van Tine, Vice President
GennComm for Wicked Cool Toys
T: (818) 839-0117 E: Janis@GennComm.com