



**IMPERIAL® TOY CORPORATION CELEBRATES ITS 35th ANNIVERSARY
AT TOY FAIR '04, WITH A HISTORICAL RETROSPECTIVE OF ITS TOP
HITS IN EACH OF ITS 35 YEARS**

**INTRODUCTION OF NEW TOYS TO BE SHOWCASED AT NEW YORK
CITY'S INTERNATIONAL TOY CENTER, SHOWROOM #1351/200 BLDG.**

**TEAMS UP WITH ITALY'S PANINI, WORLD'S LARGEST PRODUCER OF
STICKERS, FOR NEW NORTH AMERICAN DISTRIBUTION AGREEMENT,
SHOWCASED AT JAVITS BOOTH #5850**

Los Angeles, CA – February 18, 2004 – Imperial Toy Corporation, the world's leading producer of bubbles, bubble toys, girl's role-play toys, steel trucks and novelty items, will mark its 35th anniversary at NY's Toy Fair '04. It's been 35 years, since Fred Kort, a holocaust survivor who came to the U.S. after World War II, founded a company of fun, driven by his desire to re-create the lost years of his childhood by providing children with toys that offer good old-fashioned fun and lasting entertainment. In the following three and a half decades, Imperial Toy Corporation has amassed a voluminous catalogue of 900 toys and a distribution network that extends throughout Europe, Japan, Scandinavia, Australia, South Africa and North, South and Central America.

Brand new for this spring from Imperial Toy's classic Buddy L® Brand are the Hummer, H-2 SUT (sport utility truck), the Ford-F150 pick-up (Motor Trend's 2004 Truck of The Year), the Jeep® Wrangler® Rubicon® and LiL' Buddy'sä Bubble Ride-On toy's -- all designed to encourage kids to turn off the televisions, computers and video games this summer and get outside for some good old-fashioned, interactive play -- and in effect, making parents' "toughest task" an easy one with "The Toughest Toys on Wheels."

The popular brand Petite Miss®, now in its 16th year, will have several added new toys -- among them its Petite Miss Beauty Mirror Vanity of Secretsä, destined to make every little girl a "dream of a beauty" and another magical mirror the Petite Miss, Star Light Star Bright.

New to debut at Toy Fair '04 is the launch of the popular licensed characters of Shrek 2, whose availability will coincide with the release of that film in May. Soon to follow will be stickers with characters from Spiderman 2, whose availability will also coincide with the release of that film, now scheduled for July. Subsequent plans are for the release of The Incredibles stickers in the fall.

Also in time for its 35th anniversary at Toy Fair, Imperial Toy Corporation has come out with a historical retrospective of their most popular toys for each of its 35 years. These include:

1. 1969 Teeny Bouncer High bounce ball with swirl colors inside.





2. 1970 Freddy The Frog, Squeaky sound frog.
3. 1971 Sky Diving Poopatroopers, Sky diving figures with parachutes.
4. 1972 Fang Snake. Rattle snake that bobbed back and forth.
5. 1973 4 and 8 ounce bottles of Miracle Bubbles.
6. 1974 Blobbo plastic balloons. Balloon compound blown up thru a tube.
7. 1975 Freewheel Flyers. Licensed die-cast vehicles such as Honda and Datsun.
8. 1976 Jetsons and Flintstones licensed action figures and bubble toys.
9. 1977 Scooby Doo licensed plastic balloons and sky divers.
10. 1978 24 ounce bottles of Miracle Bubbles.
11. 1979 Spiderman bubble toys.
12. 1980 Terri's treasures silvercast mini, collectable, fine dining china sets.
13. 1981 Fun In The Sun Spring and Summer toys such as Jax n' balls.
14. 1982 Party Balloons
15. 1983 Collectable stickers of thousands of styles and accompanying albums
16. 1984 Kool Aid licensed bubble toys and flying discs
17. 1985 Mr. "T" toys including long chains and law enforcement sets
18. 1986 Major league sports flying discs featuring NFL and Major league baseball teams
19. 1987 Bubble blowing Godzilla
20. 1988 King Kong action figures
21. 1989 Petite Miss brand cosmetics are #1 sellers in debut year
22. 1990 Nintendo licensed stickers and sticker albums
23. 1991 Petite Miss "California Collection" cosmetics
24. 1992 Pirates of the high seas collectable action figures
25. 1993 Six foot inflatable Godzilla
26. 1994 Frollickin' Trollickin' product such as action figures and pencil toppers.
27. 1995 Slammer Whammer collectable milk caps were all the rage
28. 1996 Pebble Pets collectable bean bag characters
29. 1997 Petite Miss large cosmetic gift sets
30. 1998 128 ounce Miracle Bubbles



31. 1999 Clipload dart blaster. Patented dart blaster that shoots 6 darts without reloading.
32. 2000 Exxtreme Joxx action figures featuring extreme sports athletes
33. 2001 Petite Miss dress up sets featuring such themes as Princess and Bridal
34. 2002 Life Like Chicken To Go...Stretchable rubber chicken
35. 2003 Buddy L brand Hummer H-2 steel vehicle

Says Imperial Senior Vice President David Kort, "Even with the company's rapid and vast expansion over its first 35 years, the choice of toys in our catalogue has not veered from my father, Fred Kort's early vision – that of providing toys that would captivate children's imagination and encourage social interaction. And it has served the company well. We are excited to see what the next 35 years brings."

Since the passing of Founder Fred Kort on September 6, 2003, Barbara Kort has become Chairman and President and, along with Executive Vice Presidents Peter Tiger and Art Hirsch, oversee the day-to-day operation of the company. Additionally, son David Kort and daughter Susie Kort, continue to play integral roles in the operation of the company.

About Imperial Toy Corporation

Founded in 1969 and headquartered in Los Angeles, Imperial Toy Corporation is a privately held toy manufacturer with a catalogue of 900 toys. Additional facilities are in Memphis, TN, Hong Kong, China, Tijuana, Mexico and a showroom/office in New York City at the International Toy Center. The company has a wide distribution network which includes leading national stores such as Wal-mart, K-mart, Kay-Bee Toys, and Toys 'R Us. The company is the #1 manufacturer of bubbles and bubble toys in the world and the producer of the #1 selling brand of young girl role-play accessories in the country.

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