

IMPERIAL TOY CORPORATION ADDS BUDDY L TO ITS FAMILY OF TOYS

Los Angeles, CA - June 14, 2002 - Los Angeles-based Imperial Toy Corporation has acquired all the assets of the Buddy L. line of toys and games.

This classic American toy brand complements Imperial's already strong line of year-round toys. "With this acquisition, Imperial Toy strengthens its market share in the boys' category of toys," says Mr. Fred Kort, Chairman and President of Imperial Toy Corporation.

Imperial Toy Corporation is a leader in many major toy categories, including Petite Miss®, the #1 selling brand of young girl role-play accessories in the country, Miracle Bubbles®, and Fun in the Sun® outdoor activity toys.

Since 1921, the Buddy L. brand has been known for durability, quality and for its tagline "toughest toys on land, sea and air!" This brand will open up new channels of distribution as well as further expand the variety of Imperial Toy categories.

Over the years, Buddy L. has made its mark as one of the leaders in the toy market. Its products, from durable powered ride-ons to light and sound helicopters, trucks and cars to the preschool collection, have all been consistent with the Buddy L. commitment to quality and innovation. Today, there are avid collectors of vintage Buddy L. products - with asking prices of over \$2,000.

In 1921, Fred Lundahl founded the Buddy L. line after eleven years of manufacturing automobile and truck parts. Ironically, Imperial Toy Corporation's world headquarters also served as Henry Ford's first west coast automobile assembly plant in 1913.

The future of Buddy L. and Imperial Toy Corporation looks bright. If only Fred Lundahl were here to see that his Buddy L. toys will once again be creating memories in childhoods everywhere.