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**IMPERIAL TOY, LLC IS CHOSEN BY NICKELODEON AND  
VIACOM CONSUMER PRODUCTS TO DEVELOP NEW  
PRODUCTS BASED ON NETWORK'S MOST POPULAR  
CHARACTERS**

**Imperial will Develop a Full Line of Outdoor  
Seasonal Water Toys and Novelty and Rack Toys**

Los Angeles, CA (September 6, 2006) -- Imperial Toy announced today that they have entered into an agreement with Nickelodeon & Viacom Consumer Products to produce products based on some of the network's most enduring properties including *Dora the Explorer*; *SpongeBob Squarepants*; *Avatar: The Last Airbender*; *Backyardigans*; and *Go, Diego, Go!*

In addition to developing products, Imperial will create a Nickelodeon destination at retail featuring unique novelty products that are perfect for Nickelodeon fans of all ages.

Imperial will also capitalize on its strength in outdoor products by designing, developing and marketing outdoor seasonal water toys including water-themed games, large outdoor water play environments, sprinklers and inflatable's.

"We are thrilled to be working with Nickelodeon to develop products that capture the personality of characters and bring them to life in our toys," said Peter Tiger, co-president of Imperial Toy. Art Hirsch, co-president of Imperial Toy said, "Imperial is a natural partner for Nickelodeon because of our heritage in these product categories. The combined strength of





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the two companies will result in products that kids will love to play for years to come.”

“We’re thrilled to be partnering with Imperial Toy,” said Joan Grasso, Sr. Director, Hard Goods, Nickelodeon & Viacom Consumer Products. “They have a long history of developing creative products that are hits with kids and families.”

Nickelodeon, now in its 26th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon’s U.S. television network is seen in more than 89 million households and has been the number-one-rated basic cable network for more than ten consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom International Inc.

Founded in 1969 and headquartered in Los Angeles, Imperial Toy LLC is a privately held toy manufacturer with a catalogue of some of America’s best-selling toys. Additional facilities are in Memphis, TN, Hong Kong, China, Tijuana, Mexico and New York City. The company has a wide distribution network which includes leading national stores such as Target, Wal-Mart, Walgreens, K-Mart, Kay-Bee Toys, and Toys ‘R Us. The company is the #1 manufacturer of bubbles and bubble toys in the world.

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