



FAR OUT TOYS ANNOUNCES NEW MARKETING TEAM AND STRATEGIC VISION FOR 2019
Focus is on global growth, inventor-generated innovation, IP creation
and digital marketing

(Los Angeles, CA) September 26, 2018 - Recently established Far Out Toys announces the appointment of its new marketing team and reinforces their definitive strategic vision for the company. The new marketing team will be instrumental in the company's global expansion in North America and Europe as well as other Asian markets.

Toy industry veterans Simon Waldron and Sarah Baskin will be heading the expansion campaign as senior vice president, marketing, and vice president, marketing communications, respectively. Mr. Waldron has led new brand launches, brand turnarounds and re-stages as well as building new revenue streams for well established businesses. His impactful work with Mattel included global franchise expansion, new IP development and the launch of the hugely successful Team Hot Wheels campaign. Ms. Baskin has also worked extensively in the toy industry, helping propel brands at Hasbro such as GI JOE, and expanding the preschool toy line at LeapFrog. In addition, she brings an extensive expertise in digital and social media marketing, having led marketing for major brands at e-commerce giant Shutterfly and top mobile gaming publisher Scopely.

According to Mr. Waldron, "We are focused on creating our own IP and strategically aligning with the inventor community to seek out the best innovation and provide a fresh new outlet for inventors to bring their ideas to market."

With a vertically integrated operation and their own world renowned manufacturing operations, Far Out Toys maintains a distinct advantage when it comes to delivering high quality product to market and value to consumers.

To compliment the company's focus on new invention, IP creation and first class manufacturing credentials, the team is adding significant marketing capabilities.

"As we go to market we will be incorporating the very latest in digital marketing strategy and tactics to align ourselves directly with all the latest trends in kids' media consumption," says Keith Meggs, CEO. "The strategy will drive ongoing brand engagement and sell through."

Far Out Toys will be debuting an extensive range of products for fall 2019 in key areas of expertise including games, vehicles, boys' action, girls' activities and tech toys.

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