

"FOR IMMEDIATE RELEASE"



Tootsietoy® Ropes in Roy Rogers

March 28, 2005 –Tootsietoy®, in partnership with the Roy Rogers Estate and RoyaltyPros Licensing, the Agent for Roy Rogers Family Entertainment Corporation, is pleased to announce that Tootsietoy will immediately re-brand its diverse and popular line of western role play items using the Roy Rogers name and images. Roy Rogers, internationally known as the “King of the Cowboys”, appeared in over 88 films and 100 TV episodes of his long running television show. Roy Rogers harkens back to the “good old days” when there was a clear delineation between good and evil, and the good guys always captured the bad guys. Dan Shure, President of Tootsietoy, states candidly, “We need to give our youngsters a more simple down to earth vision to deal with right and wrong through play activity, and Roy Rogers continues to be a strong role model to convey that message to our kids.” Look for the complete line of Roy Rogers western role play items at toy retailers around the world this coming fall.

Tootsietoy®, is the nation’s oldest toy company and is a leading manufacturer of high-quality, basic children’s toys. Tootsietoy® is committed to delivering quality and innovation in their portfolio of brands and products, including: riding toys; Hard Body® die-cast and plastic vehicles; Mr. Bubbles® bubble blowing solution and toys; summer toys; Roy Rogers western role-play and cap guns; toy storage; tea sets; gumball machines; coin banks; and O-Cedar® housekeeping toys. Tootsietoy® is headquartered in Montgomery, Illinois, with showrooms there, as well as in New York, Canada, and Hong Kong. For more information, visit Tootsietoy®’s web site at www.tootsietoy.com.

RoyaltyPros Licensing is always on the lookout for products, concepts, brands and materials that will appeal to a worldwide market. We utilize and represent a broad swath of talented and independent creators across the globe and insure that our clients receive the best the world has to offer, and thus, a notable market advantage. Happy Trails!

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