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TOY BOOK®

SERVING THE GLOBAL MARKET

= Fall Toy Preview 2009 =

Brands Unlimited Debuts Delicious Product Line

Brands Unlimited International, LLC debuts a mouth-watering confection of fun and functional gadgets featuring the M&M's brand candy characters. Designed and produced by Brands Unlimited under license from Mars, Inc., each item in the introductory line is value priced at under \$25.

Beginning this season, 14 all-new M&M's-branded SKUs will be made available to consumers at mass-market, drug, grocery, and specialty stores nationwide. A dozen additional M&M's licensed products will be introduced in 2010. From desk lamps to shower radios, the 2009 M&M's lineup is designed to make everyday activities a little sweeter. The new collection includes FM scan radios, LED desk lamps, computer lights, computer fans, computer hubs, mug warmers, goose neck lamps, AM/FM digital alarm clock radios, and AM/FM show-

