

FOR IMMEDIATE RELEASE:

Contact: Networking Department

networking@safariltd.com

1.305.621.1000



Join the Safariologist Media Program!

New York (February 12, 2015)- Safari Ltd®, an American owned, family operated manufacturer and worldwide distributor of Toys that Teach®, will be setting up shop at New York's North American International Toy Fair® at booth 1351, and we'd like to formally invite you to sign up for our Safariologist media program.

As part of the Safariologist media group, we take care of your coverage needs by providing:

- Breaking news on Safari Ltd®
- Special updates on our products
- Supplemental materials for your media needs
- Freebies for eligible media, like Safari Ltd® products and gift baskets for blog giveaways and promotion

Make an appointment with Matt Mullan and sign up to receive your free media packet!

About Safari Ltd®

For more than 30 years Safari Ltd® has been a leading manufacturer of innovative, educational Toys that Teach® specializing in authentic, hand-painted figures.

Safari Ltd® has licenses with the Carnegie Museum of Natural History and the Monterey Bay Aquarium to produce scale model dinosaur and sea life collections, establishing Safari Ltd® as a serious figurine company for children and collectors alike. All products exceed global safety standards.

Safari Ltd® philanthropic contributions cover a wide variety of local and global conservation efforts, including Big Cat Rescue, Fairchild Tropical Botanic Garden, the Humane Society of Greater Miami Adopt-A-Pet, the Marine Mammal Center, the Nature Conservancy, National Eagle Center and the Sierra Club. For more information, visit www.safariltd.com.

