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Safari Ltd® Ends Licensing Contract with Carnegie Museum of Natural History

Miami, FL March 2nd, 2015 -- Safari Ltd® announced today that it has ended its 28 year collaboration with Carnegie Museum of Natural History (Pittsburgh, PA) effective this month.

"We have thoroughly enjoyed working with Carnegie, so this was a very difficult decision," said Alexandre Pariente, Chief Executive Officer of Safari Ltd®. "We are proud of the value created through this cooperative effort over the years for our Carnegie Dinosaurs line," said Pariente. "We took our time and carefully analyzed Safari's direction and ultimately concluded that Carnegie and Safari have divergent interests and it made sense for us to part ways. We wish Carnegie well in its future endeavors."

Safari Ltd® is now moving forward to explore exciting new opportunities, including the potential to work with other museums and educational institutions that have significant prospects for growth and added value to the educational marketplace. "While Safari Ltd® very much appreciates the years of great collaboration with Carnegie in creating the best quality figurines that helped teach children around the globe about dinosaurs, we're not looking back," Pariente said. "Continuing to be a pillar of Toys that Teach® is where our focus lies. Safari Ltd® has had an extremely impressive year. We anticipate even better days ahead, which a new strategic partner will surely help build upon."

Long considered the industry's "Rolls-Royce of dinosaurs," Safari's original Wild Safari® Prehistoric World line has been a foundation of its product offering. The company plans on significantly expanding its award-winning collection, which appeared in the original Jurassic Park.

Safari Ltd's® Carnegie Dinosaur line will continue to be available online and with its retail partners until supplies end.

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 licensed with the Monterey Bay Aquarium to produce scale model 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.

