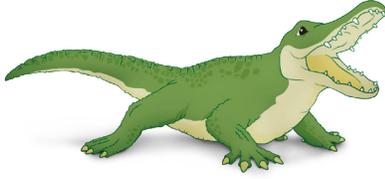


FOR IMMEDIATE RELEASE:
Contact: Networking Department
networking@safariltd.com
800.554.5414 Ext. 121



**Come see US
at New York Toy Fair!**

Over 125 New Products for 2016

New York (February 1, 2016) 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 2235, and we'd like to invite you to come!

With the launching of our **NEW 2016 products**, Safari has some inventive updates to our traditional figurines and new ways to use Toys That Teach®... and we're taking this pony show to the big apple.

Living Pinterest Display

Parents, educators and DIY enthusiasts are lovers of our products, which can be used in a variety of ways; everything from classroom learning, educational games and activities, DIY and decor elements, arts & crafts projects and more!

Pinterest is a place to get inspired, so this year we're bringing our board to life and showcasing some of our fan favorite projects and out-of-the-box uses of Safari Ltd® animals!

Safariologist Media Group

Join our growing repertoire of media friends! You get VIP access to company updates, breaking news and freebies for eligible media, like Safari Ltd® products and gift baskets for blog giveaways and promotion!

We ♥ bloggers and often work together on projects giving full creative freedom. Check out some of our all-star collaborators on our 2016 NEW Safari Ltd® Products Pinterest board!

Will you be at New York Toy Fair? Make an appointment with networking@safariltd.com and come pay us a visit!

About Safari Ltd®

Safari Ltd® is an American owned and family operated manufacturer and worldwide distributor of Toys that Teach®. These authentic, hand-painted figurines have been inspiring children around the globe for over 30 years and 3 family generations.

Safari Ltd® has a license with the Monterey Bay Aquarium® to produce a scale model sea life collection, 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.

