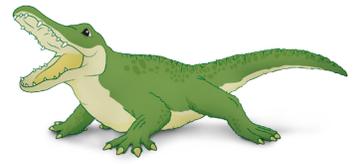


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SAFARI LTD®'S IGUANODON WINS DINOSAUR OF THE YEAR!

Miami, FL, March 14, 2017 – Safari Ltd®, an American owned, family operated manufacturer and worldwide distributor of Toys That Teach®, has won *Prehistoric Times* Best Prehistoric Animal of the Year for its Iguanodon.

This is the sixth year in a row *Prehistoric Times* has awarded Safari Ltd® its annual accolade. The niche publication, catering to both retail stores and individual dinosaur enthusiasts, has been widely recognized within the category as experts on dinosaur figurines.

“The Wild Safari figure is the first serious modern reconstruction based on the taxon revision as a popular toy,” said Randy Knol, Feature Writer and Columnist at *Prehistoric Times*. “Iguanodon is important as the first dinosaur described by science. They are the ancestors of the later duck billed dinosaurs, said to be the most successful of all dinosaurs. This is why they are important educationally.”

Knol, an educator and expert whose resume includes running an educational program at the Smithsonian Museum’s Summer Camp, praises Safari Ltd®’s dinosaur figures for their artistic detail and scientific accuracy.

“Safari Ltd® is characterized by their commitment to educational content, high quality production and active original designs,” said Knol.

Safari Ltd®’s dinosaur collections have been endorsed by professionals and educators in the paleontology field. Parents and teachers have used the Toys That Teach® as supplements in the classroom due to their remarkable precision and lifelike details. The famous dinosaur figurines were also featured in *Jurassic World*.

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 Fairchild Tropical Botanic Garden, the Humane Society of Greater Miami Adopt-A-Pet, the Loggerhead Marinelife Center, the Nature Conservancy, National Eagle Center and the Sierra Club.

For more information, visit safariltd.com

