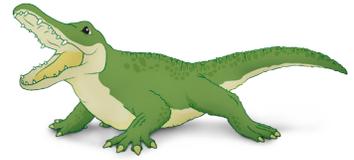


FOR IMMEDIATE RELEASE:
Contact: Networking Department
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305.621.1000 ext. 119



Get Your Personal Safari Tour at New York Toy Fair!

Over 100 New Figures & a Ton of Imagination

New York (February 9, 2017) Safari Ltd®, an American owned, family operated manufacturer and worldwide distributor of Toys That Teach®, will be coming to New York's North American International Toy Fair® at booth 2121 and you're invited!

New Year, New Safari Ltd® Critters

With the addition of over **100 figurines**, we have some imaginative updates to our fan-favorite collections! From dragons to dinos, Safari Ltd® has raised its creative bar this 2017.

Whether it's exploring newfound discoveries with our Feathered Tyrannosaurus rex or ushering in wisdom and tranquility with our Peace Dragon, Safari Ltd®'s new product line will add joy with a side of learning to your collection.

It's All in The Family

Safari Ltd® has kept it in the family since its inception in 1982. The company is run by third generation Safarians Alexandre and Christina Pariente, who are devoted in their mission to teach children the importance of nature and its conservation through the joy of play.

Safari believes creativity is fundamental to the learning process, so our authentic, hand-painted figurine collections include more than 1,000 products, spanning from the mystical to the historical. From dinosaurs, wildlife, dragons and fairies, to horses and farm life... it's all in a day's work for a Safarian.

Safari Ltd®'s Creative Lab

Ever wonder how Safari Ltd® figurines come to be? Well, our Toys That Teach® are made with a blend of science and imagination. Each authentic and artful figurine is scientifically accurate, hand painted and hand sculpted.

Once a figurine is chosen, meticulous research and study of the animal's anatomy is done prior to creating a lifelike figure—the same goes for our mythical creatures, though there is considerably more fairy dust involved.

Each product is then manufactured in that model's likeness and hand painted with great care, making no two animals alike. Once the final product is ready, it is paraded through our warehouse while dragons light fireworks with their breath, prehistoric dinosaurs cheer and even a family of Gnomes throws confetti. The Safari Ltd® figurine is then placed in its comfortable cardboard vessel where it awaits to arrive at its final home, the hands of a child.

It's a pretty sweet gig.

The Most Awesome Appointment You'll Make

Reserve your spot and book a personal tour with our team at networking@safariltd.com!

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.

