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## FAMOSA BOOSTS ITS FABULOUS STATUS IN 2014 WITH DAREWAY 12V UPRIGHT RIDE ON BY FEBER AND PINYPON AMUSEMENT PARK (WITH BUMPER CARS!)

*Admired European Toymaker Raises The Bar For Fun At Booth 2467  
With Nenuco, Nancy, Pinypon & Feber Brands*

Mt. Laurel, NJ (December 7, 2013) -- Toy insiders who visit Booth 2467 at this year's American International Toy Fair may start calling the admired toymaker Famosa "the Fabulous." After its outdoor brand Feber introduced a tot-size Ferrari and Range Rover, the designers went back to the drawing board to bring kids in 2014 a 12-volt **Dareway** standing ride on (picture a mini-Segway.) Their best-selling Pinypon brand launches an entire **Amusement Park** with roller coaster, bumper cars and cotton candy stand. Infant doll brand Nenuco announces the arrival of Baby **Runny Nose**. And 17" fashion doll Nancy debuts two themed **Like You At School** friends.

Fun, fantasy and figuring out the next step is what Famosa toys do best. After all, European-born Famosa has been crafting quality toys to a global audience since 1957. Today the company sells 2,300 products in eight of the toy market's 11 product categories. In Europe, it is the undisputed leader in the doll, stuffed animal, battery-operated vehicle and garden toy segments but makes and distributes products in all market segments, boasting a very robust international presence.

Here in the U.S. Feber, Pinypon, Nenuco and Nancy products can be found coast to coast -- from big box stores ToysRUs and Kmart to neighborhood specialty shops or online at Walmart and Target.

If Famosa could generate one more play concept it would be for parents to embrace their inner child more often -- as in playing with the kids. "The most rewarding moments in a parent-child relationship," observes Famosa CEO Jose de la Gandara on *The Toy Blog* at [www.FamosaGroup.com](http://www.FamosaGroup.com), "is to share and enjoy every play time with their children. The importance of playing for kids up to age 12 is essential" for advancing motor skills and thinking.



When kids are ready to go outdoors and change the scenery, there's nothing like a ride-on a Feber toy. The riding toys are known to be the hit of the cul-de-sac with impressive Ferrari and Land Rover look-a-like cars that run on powerful batteries. Renowned for their high quality materials and safety, Feber proudly unveils in July 2014 the incomparable Dareway 12V!

### **Dareway 12V • Ages 6+ • \$199.99**

A new way to play, this Dareway standing ride gives the wow factor a capital W. Designed for kids 89 pounds or less, the fun begins on a sturdy platform that provides stability for one rider at a time. A foot pedal accelerator controls forward action up to 3.7 mph. Press the handle-grip buttons for left and right turns and amazing 360-degree

spins! Press both buttons together and whoa, kids move in reverse! The Dareway offers an exciting, fun, *new* way to ride! Comes with a 12V battery and charger. The Dareway is a “bridge” item between ride on cars (ages 2-5) and electric scooters (8+), the first of its kind in the market.



For quieter playtime, turn to Famosa's affordable and adorable Nenuco baby dolls. Little ones can nurture and care for their baby like a ‘real’ parent would. With these realistic looking dolls, children learn to be responsible, taking care of their baby morning, naptime and night. The role-playing educates preschoolers to be a doctor, teacher, stylist and loving friend. New for July 2014 is Nenuco Runny Nose:

**Nenuco Runny Nose • Ages 3+ • \$21.99**

Sometimes babies don't feel well and this one has a runny nose! It's turning red and little bubbles are running down her face! Put some medicine in her sippy cup. Oops...she needs a tissue! This sweet baby measures 16.5” and is dressed for chilly weather in a soft pink and white hooded outfit. Even a mini-box of Nenuco tissues is included!

Schoolgirl Nancy is a fashion doll brand that is beloved by moms as much as their daughters, since 1968. Little fashionistas admire Nancy's signature long eyelashes and touchable hair. Her 17” frame makes it easy for little fingers to change doll clothes by themselves as Nancy stands upright on her own two feet. New for July 2014 are two dolls from the themed *Like You At School* line. Say hello to The Artist and The Cheerleader, available at specialty toy stores this summer.

**Nancy Like You At School - The Artist • Ages 3+ • \$24.99**

This young lady loves to go to school and be with her friends. Her favorite subject? Art class!

Dressed in a pretty plaid school outfit, Nancy needs to put on a pink smock (which doubles as a jacket) to keep her stylish dress clean. Open up her wheeled backpack to find colored pencils and paper. This beautiful doll features Nancy's long signature hair pulled back with a pink satin ribbon.



**Nancy Like You At School - The Cheerleader • Ages 3+ • \$24.99**

Give me an "N," give me an "A!" Cheer along with Nancy when she dons her cheerleading outfit after school. This set includes a head-to-toe athletic uniform, sneakers and backpack to hold her cheer supplies. Nancy's long blonde hair comes tied in red ribbons to match her second outfit, a red argyle vest worn over a crisp white blouse and cute pleated skirt.



With Pinypon, Famosa offers the choice of a whole community. These collectable and customizable friends and playsets keep kids engage for hours as they create their own unique collection. With Pinypons, boys and girls can mix and match the heads, hair, bodies, clothes and accessories to create a one-of-a-kind look. Even the heads have two faces so kids can change their mood in an instant! New for July 2014 is a richly detailed Amusement Park.

### **Pinypon Amusement Park • Ages 3+ • \$39.99**

Going to the amusement park is a special treat for any child. Recreate that excitement in a miniature way with this detailed play set. The Amusement Park includes favorite rides like a roller coaster, bumper cars, free fall and an airplane ride. There's a photo booth with scenery and a camera plus a haunted house with glow-in-the-dark ghosts for spooky fun! Of course no park experience is complete without a visit to the popcorn or cotton candy stands. Yum. This amazing set includes 2 girls and 1 boy figurine, accessories galore from cotton candy and cupcakes, to lemonade, balloon & more. As with all Pinypon sets, the characters' faces can be turned for a second look, and hair, clothes, bodies and heads can easily be mixed and matched for a whole new look and story.



Famosa and its many brands can be found at social media sites including Facebook, YouTube and Twitter. For an added interactive experience, log onto each brand website -- [NenucoFamosa.com/us/](http://NenucoFamosa.com/us/) or [NancyFamosa.com](http://NancyFamosa.com) or visit [Pinypon.com](http://Pinypon.com) and finally [Feber.es/index.php/en/](http://Feber.es/index.php/en/). Websites offer free games, coloring pages, puzzles and parent sections.

### **ABOUT FAMOSA**

Established in 1957 by a group of artisan doll makers, Famosa has become a leading European toy company and doll manufacturer based in Spain. The company has a stellar reputation as a developer of innovative, safe and high quality products that foster all around development for young children. Famosa currently operates in over 95 countries, reaching a wide range of consumers. In 2010, Famosa was acquired by Sun Capital Partners and its U.S. operations were established in October 2011, based in Mt. Laurel, New Jersey. The company markets brands including Pinypon, Nenuco, Nancy and Feber. Visit their colorful website, [www.FamosaGroup.com](http://www.FamosaGroup.com), to discover all of their best-selling brands of toys.