



IMPERIAL TOY AND KIDZ BOP TO LAUNCH POP STAR TOYLINE FOR FALL 2012

*Special KIDZ BOP Kids Performance at Dallas Fall Toy Preview
Kick-Off Party Benefiting Toy Industry Foundation*

Sept 27, 2011 - [Imperial Toy](#) announced today that it has signed a licensing agreement with [KIDZ BOP](#) to develop, market and manufacture a line of Pop Star Role Play toys and playthings based on the #1 kids' music brand in the U.S. Imperial is debuting the line to buyers and the toy industry at the Dallas Fall Toy Preview in Booth 12-27. KIDZ BOP has experienced tremendous growth over the past 18 months, with album sales up 42%. The latest volume in the best-selling audio series, **KIDZ BOP 20**, is the second consecutive title to debut at #2 on the Billboard Top 200 Chart, and the 13th KIDZ BOP title to hit the Top 10 since the series launched in 2001. KIDZ BOP is also home to the leading safe social network and video sharing site for kids and tweens, KIDZBOP.com., where kids can safely produce web shows, upload videos, create their own "Super Contests" and make music.

Imperial's KIDZ BOP line is being developed to embody the excitement and high energy associated with the chart-topping brand. The introductory product offering is expected to include a range of Pop Star role play items including, musical instruments, fashion accessories and more, with on-trend styles and color pallets, and fantastic technological features. Imperial expects to launch the KIDZ BOP line timed to coincide with the release of **KIDZ BOP 22** in summer of 2012.

Imperial and KIDZ BOP will also host a special performance by the KIDZ BOP Kids at the Official Dallas Fall Toy Preview Opening Night Toy Fair Party in support of the Toy Industry Foundation, where buyers and Toy Fair attendees will see the dynamic kids' group in action. KIDZ BOP recently concluded a nationwide search to cast these five talented young performers as the new KIDZ BOP Kids and face of the aspirational kids' music brand.

Genna Rosenberg, Executive Vice President of Imperial Toy said, "We are absolutely thrilled to partner with KIDZ BOP on what we expect will be an extremely fun and dynamic line of Pop Star products for today's kids. We expect their enormous fan base will love the cutting edge innovation and interactive features applied to this classic play pattern. With KIDZ BOP's reach at virtually all of our mass, drug, specialty and grocery customers, we are confident we can put together dynamic and unique programs to extend the brand at retail everywhere parents and kids are shopping for KIDZ BOP in 2012 and beyond."

Cliff Chenfeld and Craig Balsam, Co-Founders of KIDZ BOP, said, "Imperial has a rich history in the toy business and an excellent reputation in nurturing licensed brands, and we are very excited to partner with them as we continue to strategically expand the brand across key media platforms and product categories to reach kids through music and creativity."

About Imperial Toy®

Founded in 1969, Imperial Toy is a leading maker of licensed and non-licensed kids' bubbles, seasonal products and novelty toys. Imperial Toy brands include Miracle® Bubbles, Super Miracle® Bubbles, SMB Premium Plus®, Googly®, Optrix™, KAOS™, Legends of the Wild West® and Runway Pink®. We produce licensed products for industry giants, including Disney®, Nickelodeon®, Thomas the Tank®, Little Tikes®, Marvel®, Sanrio®, Hasbro® and more. Imperial distributes products in over 75 countries worldwide, has offices in Los Angeles, Hong Kong and Modena, Italy, and distribution centers in Mississippi, Mexico and San Diego. For more information about Imperial Toy please visit www.Imperialtoy.com.

About KIDZ BOP LLC

KIDZ BOP is the #1 music brand for kids ages 5-12 in the U.S., featuring today's most popular songs, sung by kids for kids. KIDZ BOP celebrates the authentic voice of kids across the entire brand—through music, videos, live appearances, licensed merchandise and its popular social networking and content sharing website, KIDZBOP.com. In 2011, the brand is celebrating its 10th anniversary. KIDZ BOP CD titles have earned one Platinum® and nine Gold® certifications since their debut in 2001. KIDZ BOP's most recent release, *KIDZ BOP 20* debuted at #2 on the Billboard Top 200 chart where it spent five consecutive weeks in the Top 10. *KIDZ BOP* LLC is a division of New York-based independent entertainment company Razor & Tie Entertainment, a vertically-integrated company that encompasses a music company with major label distribution, a home video company, a media buying company, a music publishing business, a direct marketing operation and a growing database of entertainment consumers.

About KIDZBOP.com

KIDZBOP.com is the leading safe social network and video sharing site for kids and tweens with one million registered members. The website provides a completely safe and moderated environment where kids can express themselves—as themselves—through unique online applications and proprietary functionality. The site's popular "My Channel" feature lets members safely communicate with friends via our Safe Text Messaging System, which averages more than one million status updates per month. Kids can also safely produce their own Web shows, create and run their own "Super Contests," upload videos and photos, and make music. To date, KIDZ BOP's team of expert moderators have screened more than 23,000 hours of video content and nearly half a million photos before they were uploaded to KIDZBOP.com.

###

[LIKE](#) Imperial Toy on Facebook today!

Check out KIDZ BOP's safe social network, KIDZBOP.com!

To schedule an appointment with Imperial to see the Kidz Bop line, to see the KIDZ BOP Kids Live Performance, or for more information, please CONTACT:

Janis Van Tine

Imperial Toy

O: 818.536.6484

E: Janis.VanTine@imptoy.com

Amanda Andrews

KIDZ BOP

212.598.2271

aandrews@kidzbop.com