



Contact:

Kelley DeVincentis

Southard Freeman Communications PR Agency

212-777-2220

kdevincentis@southardfreeman.com

ALEX BRANDS® ANNOUNCES PARTNERSHIP WITH DRIVER DIGITAL'S COOL SCHOOL-CRAFTY CAROL

Crafty Carol to star in how-to videos for select new ALEX DIY Craft Kits

Fairfield, NJ, October 25th, 2017 - Alex Brands®, a family of brands comprised of some of the most iconic, recognizable and award-winning products in the toy industry, today announced they have entered into a joint partnership/licensing agreement with family entertainment company, Driver Digital. As part of this license agreement, Driver Digital will feature selected Alex Brands' craft kits into their COOL SCHOOL show Crafty Carol, which is seen by millions of kids on YouTube. These same products will feature a COOL SCHOOL Crafty Carol sticker at retail.



"We're eager to present some of our new and trendy craft kits to the COOL SCHOOL audience," said Neil Friedman, CEO of Alex Brands. "COOL SCHOOL ranks among the highest rated kids' properties on the YouTube platform when it comes to comments, shares, and overall interaction between the channel and fans. We feel this agreement will allow our products to be seen by kids and parents in new, engaging ways, and help children express their creativity while making ALEX DIY craft kits."

"We are excited to partner with the premiere manufacturer of creative craft toys, and we are happy to provide exposure of Alex Brands products to our audience. The Alex Brands philosophy of fostering creativity and imaginative play in kids corresponds with our goal of making COOL SCHOOL the destination for fostering fun and imagination. The Alex Brands products support our efforts to encourage children to interact with Crafty Carol in building fun and inventive crafts," says Scott Weitz, CEO of Driver Digital.

COOL SCHOOL is one of YouTube's most watched kids' channels. Its programs include *Crafty Carol* and *Storytime with Ms. Booksy*, shows that are a creative mix of live action and

animation, and the fully animated, *The Adventures of Drew Pendous and His Mighty Pen Ultimate*. These programs have already generated over 2.6 billion watched minutes and more than half a billion views. Geared to kids 3 to 12, *Crafty Carol* is one of COOL SCHOOL's hugely popular shows hosted by a quirky, super fun *master crafter* who demonstrates how kids can use basic materials to create the arts and crafts of their imaginations.

Using Driver's experience with creating, producing, and scaling content on the YouTube platform, this partnership will allow Alex Brands to showcase new products in numerous videos showing Crafty Carol with new ALEX DIY items, including new *Sweetlings, Happy Little Loom, Knot-a Craft, Grow Crystal Jewelry, Rock Pets and more*. Packaging for each of the ALEX DIY products will call-out links to special *Crafty Carol* streaming videos using ALEX DIY craft kits in episodes of her show. Additionally, Crafty Carol herself will be making selective personal appearances throughout the year on behalf of the COOL SCHOOL/*Crafty Carol* Alex Brands product line.

For more information, visit www.alexbrands.com

###

ABOUT ALEX BRANDS

The ALEX BRANDS® family of brands is comprised of some of the most iconic, recognizable and award winning toys in the industry today. With a commitment to helping children become more active and develop their imagination and creativity, ALEX BRANDS offers toys for children of all ages. Brands include ALEX Toys®, POOF®, Slinky®, Ideal®, Backyard Safari®, Kaloo®, Janod®, ZOOB®, Scientific Explorer® and Shrinky Dinks®. Through their corporate contribution program, Alex Brands Cares™, they have created meaningful partnerships that brighten children's days through play, and to give back to communities locally and nationwide. For more information, visit www.alexbrands.com, www.facebook.com/alextoys or www.twitter.com/alextoys.

ABOUT DIGITAL DRIVER

Driver Digital is a premiere Youth & Family Entertainment Studio and Network providing outstanding media content across the digital landscape. By creating, producing and distributing quality kids and tween entertainment on YouTube, Driver Digital has become one of the leading "digital first" studios in the demographic. Driver Digital's sister company, DRIVER Media, is an industry leading production company working for major ad agencies and brands including CocaCola, Pepsi, AT&T Microsoft and General Motors. Cool School is represented for licensing by The Licensing Group Ltd.

ABOUT THE LICENSING GROUP LTD

Headed by licensing veteran Danny Simon, The Licensing Group is a full service, international licensing and merchandising agency specializing in the licensing representation of entertainment, lifestyle and corporate properties.