



Contact: Jennifer Devine
Phone: 609-564-0493
Email: jdevine@basicfun.com

FOR IMMEDIATE RELEASE

Good Stuff and Basic Fun to Merge

Leading Amusement Redemption Manufacturer and Leading Impulse Toy Maker Capitalize on Common Business Model and Shared Resources as Combined Company

Long Island City, NY – September 25, 2008 – The Good Stuff Company, based in Long Island City, New York, today announced that it has acquired Basic Fun, Inc. of Southampton, PA. Basic Fun will join Good Stuff Toys and Win Stuff Entertainment as the third operating division of the company. Alan Dorfman, the founder and president of Basic Fun, will continue as president of the Basic Fun division.

Basic Fun and Good Stuff share similar histories and both have an impressive portfolio of top licenses, a strong commitment to high quality, innovative merchandise, and a diverse, worldwide customer base. These natural synergies will allow the new company to take advantage of each other's unique and shared strengths to grow the business.

Alan Dorfman, the President of Basic Fun, spoke enthusiastically about the merger saying, "Good Stuff and Basic Fun are natural complements to one another. Together we can combine creative resources and merchandising expertise, while achieving operating economies that will allow us to create innovative new products for broader markets." David Chazen, the President of The Good Stuff Company, added, "The Good Stuff Company is dedicated to providing fun entertainment for kids of all ages. Basic Fun, with its tremendous record of creativity, adds a culture of style and innovation that will allow our company to better serve our customers, retailers, and licensors."

Basic Fun, founded in 1991, quickly established itself as the leading manufacturer of licensed impulse toys and accessories. The early and unprecedented success of the company's first licensed product, the Super Soaker keychain, enabled the company to secure a niche in the highly competitive toy market that many have since tried to duplicate. And it is through this success that Basic Fun paved the way for an entire category within the toy industry: working keychain miniatures of the world's greatest toys.

Since then, over 1,000 unique, licensed keychains have been developed and marketed by Basic Fun, with over 65 million pieces sold worldwide. Basic Fun has been entrusted with the world's most recognizable brands and has procured over 500 licensing agreements from every major movie studio, toy company and licensing agency. Today, Basic Fun continues to create innovative licensed product and has expanded its product lines to include: handheld electronics, compounds and putties, bath toys and holiday ornaments. Its commitment to creative, well designed product has been recognized and awarded by LIMA, TIA, Hasbro and Toy Wishes Magazine, and has been showcased on CNN, Today Show, The New York Times and Newsweek.

Founded in 1988, **Good Stuff Toys** manufactures and distributes licensed products primarily to the amusement park, private label and sporting goods markets. The company prides itself on creating fun products that boldly and colorfully showcase its licenses. Good Stuff's product offerings include plush toys, inflatable balls, soft-play sports sets, baseball caps, towels, and novelties. Good Stuff maintains 30 classic licenses including the NFL, MLB, NBA, NHL, Looney Tunes, Sesame Street, Scooby Doo, Care Bears, Hasbro, and many more.

Win Stuff Entertainment is the largest dedicated owner and operator of skill crane vending machines in the U.S. Since 1990, Win Stuff has defined itself as the merchandise leader in its industry, specializing in the vending of licensed products. Win Stuff cranes can be found in many of the nation's top retailers, supermarkets, and restaurants including General Growth Properties, Simon Malls, Denny's, Carrow's, Shoney's, Kroger, Winn Dixie, Giant Foods, and many more.

For additional information on Good Stuff or Basic Fun, or to schedule an interview, contact Jennifer Devine at (609) 564-0493.

###