

FOR IMMEDIATE RELEASE

SAVVi Releases Expanded Product Offering at 2018 New York Toy Fair

TUCSON, Ariz. – Feb. 1 2018 – SAVVi, a US based manufacturer, is expanding its product offering at the 2018 New York Toy Fair. Glitterific (a new craft tool), puzzles, augmented reality, plush and novelty toy items will all be introduced. Returning to SAVVi's product lineup for the New York Toy Fair are temporary tattoos, stickers and coloring and activity kits.

"We are excited to broaden our product offering for 2018. Our expanded product lineup continues to provide the same high standards SAVVi's brand reputation is built upon," said CEO Tony Bazan.

In addition to bolstering the product offering, SAVVi has also expanded its licenses to include PEEPS® and Jack Link's. Beginning in 2018, SAVVi will offer products featuring PEEPS®, the flavored marshmallow candy and Jack Link's, the Protein Snacks that Feed Your Wild Side™. Products include puzzles, plush, temporary tattoos, stickers and activity items. SAVVi also continues to create products featuring its Disney, Hasbro, IMOJI, Lucasfilm, Marvel, Nickelodeon and Universal licenses.

"As products featuring licensed characters continues to be a toy trend, SAVVi is proud to offer such an extensive license offering to our customers," License Project Manager James Cukr said.

SAVVi products are available in all major retail stores.

Stop by booth #1247, to see live demonstrations of the Glitterific craft tool, to take selfies at an Augmented Reality selfie station, to review our latest licensed products, eat PEEPS® with your peeps and take a photo with the Jack Link's Sasquatch.

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At SAVVi, we have been creating children's products that encourage imaginative play since 1989. Well over 2 billion products have been produced and sold since then. As we continue to move forward in our Tucson, Arizona headquarters, 100 percent of our products continue to be proudly imagineered and designed in-house, while the majority of these are also American Made. Featuring today's most popular media properties and newest technologies, our time-honored toys and play activities foster creativity and provide children with engaging and fun recreational learning.