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HE'S BACK!
BACKPACK TOYS™ AWAKENS TEDDY RUXPIN® FROM HIBERNATION

*Teddy Ruxpin® Returns To Deliver Positive Message of Adventure, Learning,
Imagination and Friendship To A New Generation Of Children*

Milford, NH (May 2005) – **Backpack Toys International Limited**, a manufacturer of innovative toys, today announced that it has entered an exclusive licensing agreement with Alchemy II to deliver **Teddy Ruxpin®**, the world's first animated storytelling toy, to a new generation of children this September. Originally marketed in the 1980s, Teddy Ruxpin® became an overnight success as millions of children around the world embraced the warm, endearing character with a kind, gentle nature. In celebration of his 20th birthday this September, Teddy Ruxpin® is ready to enchant and delight children, ages two and older, with his love of adventure, learning, imagination, and friendship.

"We are honored to bring this trusted and loved toy to today's children," says Ed Hames, president of Back Pack Toys. "Although there are other interactive toys on the market, there is no substitute for Teddy Ruxpin® and his library of songs and adventures. Many parents and grandparents of today experienced Teddy's positive message first-hand 20 years ago. We're thrilled to play a role in providing them the opportunity to share Teddy Ruxpin® with their children and grandchildren."

Included in the Toy Industry Association's commemorative book, *TOYS: Celebrating 100 Years of the Power of Play*, Teddy Ruxpin® is hailed as a toy that has shaped our lives in the past 100 years due to the toy's intuitive design and outstanding play value. In 1985, Teddy Ruxpin®

came to life as his eyes and mouth moved in perfect sync with every adventure he told. Today, Teddy Ruxpin® boasts the latest technology and easy-to-use controls that have been perfectly designed to accommodate small hands. Teddy Ruxpin® will come packaged with three adventures programmed on a child-friendly, durable, *Adventure/Song Cartridge* that enables Teddy to come to life. Also included with Teddy Ruxpin® are three beautifully illustrated storybooks and accompanying read-along/story-songbooks. Additional *Adventure/Song Cartridges*, to be sold separately, will also be released this September.

Toy Industry Association, Inc.™ (TIA), New York, NY (www.toy-tia.org) is the trade association for North American producers and importers of toys, games and entertainment products for the youth industry.

About Backpack Toys International Limited

BackPack Toys International Limited, founded by Ed Hames in 2002, is a Hong Kong company with US offices in Milford, New Hampshire. BackPack Toys core focus is the manufacturing, marketing, and distribution of Teddy Ruxpin® and related products covered under a worldwide exclusive licensing agreement with Alchemy II. For more information, visit www.teddyruxpin.com.

About Alchemy II

In founding Alchemy II, Ken Forsse envisioned a company whose primary goal would be to turn dreams into reality. Ken's long-term dream was a bear called Teddy Ruxpin®. He drew together the perfect blending of talented people, including: artists, engineers, sculptors, artisans, voice actors and musicians. They produced everything needed to make The World of Teddy Ruxpin® a reality.

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