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FOR IMMEDIATE RELEASE

4M Product Category Receives 2011 Creative Child Magazine Awards

Best Selling Products Awarded Toy of the Year and Seal of Excellence in Time for Holiday Shopping.

Sumner, Washington (November 18, 2011) – Toysmith, the exclusive United States distributor for 4M Industrial Development Limited, is pleased to announce the recent product recognition from Creative Child Magazine.



2011 Toy of the Year was awarded to 4M's *Green Creativity Trash Robot* within the science toys category. The Trash Robot turns everyday trash into an enviro-robot project that is fun to make and challenges children's imagination.

Kidz Labs Flying Science received the **2011 Seal of Excellence**. Children learn science principles behind each of the 9 flying projects in this kit. Projects include an airfoil model demonstrating the basic theory of flying as well as kites and parachutes for fun outdoors.

The Creative Child Awards Program is an annual product review hosted by Creative Child Magazine. All product submissions are reviewed by a combination of parents, educators, and professionals.

"Creative Child Awards program reviewers look for durability, integrity and safety in products children use," Toysmith National Sales Manager, Jeff Bunkowske said. "These awards are decided by parents and educators and we couldn't be more pleased to have earned their satisfaction."

Creative Child Magazine will officially announce all products submitted, including award winners on www.creativechild.com. All products submitted are also published in Creative Child Magazine's Big Holiday issue, which is distributed in early November. For more information on Creative Child's award program please visit www.creativechild.com/toy-guide.

About Toysmith

Since 1982, Toysmith has been providing the best in programs and customer service for specialty retailers, offering a growing family of award-winning specialty branded toys and gifts emphasizing fun for children of all ages. Its products are sold worldwide to specialty toy retailers, education markets, craft and hobby, museums, zoos, aquariums, national parks, attractions, theme parks, gift stores, specialty catalogs and internet retailers. For more information visit www.toysmith.com or call 1-800-356-0474.

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