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FOR IMMEDIATE RELEASE

Makedo, Australia's Multi-Award Winning Connector System, Announces Toysmith as U.S. Distributor

Sumner, Washington (November 14, 2011) – Toysmith, a leading specialty toy and gift company, is pleased to announce it has finalized a distribution agreement with makedo™. It has been one of the most-awarded and talked-about new product launches of the past 12 months and now Australia's makedo™ is available for sale in the U.S. through Toysmith.



Touted as the “Lego of the next generation” by international media, makedo is a reusable connector system that enables materials such as cardboard, plastic and fabric to be joined together to form new objects or structures.

Through playful creativity, people of all skill levels can take recyclable materials commonly found in the home such as boxes, plastic containers, fabric scraps and transform them into creations such as costumes, creatures great or small; even a play house – all fun and easy to do using Makedo reusable parts as the connecting mechanism.

Makedo is being sold through toy, gift and education channels internationally and has developed something of a cult following by makers and creatives of all ages; especially kids aged 5 – 12 years.

Makedo has been presented with top international awards including US's Core 77 Design Award, Dr. Toy's Best Green Toy Award, Parents' Choice 2011, Japan's Good Design Award and Germany's Red Dot Design Award Distinction as well as receiving praise from thought-leading media such as Wired, Fast Company and Treehugger.

“Makedo is a fantastic extension to Toysmith's product lines and we are excited to be named the exclusive distributor of this creative activity brand to the United States market.” Toysmith National Sales Manager, Jeff Bunkowske states. “Repurposing every day materials gives our retailers a new way to encourage creativity and imagination to children through open-ended play. Specialty retailers will be able to add the makedo™ products to their Toysmith orders to get the best in-stock service, discounts, freight and dating terms.”

Makedo's creator, Paul Justin, sees Makedo as an example of how design can be used to create a better world.

“With makedo we want kids to see an old cardboard box with its potential to become a play object such as a playhouse or moon buggy,” said Justin. “Makedo provides a means to make up-cycling easy and accessible to people of all ages. It's a construction system with a conscience and was developed from the need to find a way to easily enable people to reuse material over and over again.”





Makedo has three product ranges including Freeplay, Find&Make and Cup Critters- all based on makedo's reusable connector system that enables a kind of creativity that is playful and inspirational to all ages.

The Freeplay range is totally open-ended. What you make is only limited by your imagination. Makedo Freeplay encourages the maker to determine the creative project while providing plenty of parts and a beautiful, inspirational poster featuring images of creations to build and materials to source.

Meanwhile, makedo's Find&Make range guides construction by providing instruction sheets for a selection of creations, while providing themed decorative stickers, beautifully illustrated step-by-step instructions and an inspiration poster.



Finally the playful makedo mini-kits called Cup Critters transform the all-familiar coffee cup into a unique collectable creature using makedo connectors, and cute character features such as eyes, noses and tails.

About makedo

Makedo drives and inspires socially conscious creativity and design by enlightening people to the value of what is already around them and providing the means to realize its potential. www.mymakedo.com

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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