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FOR IMMEDIATE RELEASE

Toysmith Announces Exclusive Distribution Agreement for RandomLine, Inc.

Sumner, Washington (October 18, 2011) – Toysmith, a leading specialty toy and gift company, is pleased to announce it has finalized a distribution agreement with RandomLine, Inc. Effective immediately, Toysmith is now the exclusive distributor of the RandomLine, Inc. brand of products.

RandomLine, Inc. was created in 2002 by John Kiely, a dad who loves to play. His goal is to offer products that encourage children to be creative and use their imagination. *No Noise. No Batteries. Simply Imagination* is RandomLine's motto.

RandomLine's primary brand is Squiggle®. Squiggle products are based on the idea of a squiggly line. Squiggle is a fun doodling activity that can be done anywhere! Products include an assortment of Games, Just for Fun On-the-Go Activity pads, Educational Activity Pads, Themed Doodle Pads, and Wipe-off Drawing Pads.

John Kiely, Chief Squiggler and Owner of RandomLine, Inc stated, "I am thrilled to have a company like Toysmith recognize the potential of the SQUIGGLE brand and RandomLine products. Their involvement is going to present incredible opportunities and allow me the creative freedom to continue product design and development for the SQUIGGLE brand and beyond."

Toysmith will begin shipping RandomLine products starting in October 2011.

Jeff Bunkowske, National Sales Manager of Toysmith, stated, "We are excited to be the exclusive worldwide distributor of Squiggle® Series games, doodle pads and activity pads. These educational products are recognized throughout the industry for encouraging creativity for all ages. Bunkowske added, "The addition of the Squiggle® Series line further expands our comprehensive offering of children products that provide open-ended play, stimulate children's minds and encourage creativity and discovery. Specialty retailers will be able to add the Squiggle® Series products to their Toysmith orders to get the best in-stock service, discounts, freight and dating terms".





About RandomLine, Inc.

RandomLine, Inc. is the creator of the Award-Winning SQUIGGLE® Series games, doodle pads and activity pads. Designed and developed to provide educational benefits, energize creative thinking and encourage creativity in children to adults. SQUIGGLE® is available in Barnes & Noble as well as the specialty toy market, educational stores, bookstores, gift shops and museums throughout the United States, Canada, New Zealand and the UK. Visit www.randomline.com to learn more about this innovative company.

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 market, craft and hobby, museums, zoos, aquariums, national parks, attractions, theme parks, gift stores, specialty catalogs and internet retailers.

Contact: Sales Support at **1-800-356-0474**.

For more information visit www.toysmith.com or e-mail info@toysmith.com.

