

**FOR IMMEDIATE RELEASE**

September 15, 2010



CONTACT: Courtney Hunter  
Marketing Coordinator  
Redemption Plus  
913.563.4320  
chunter@redemptionplus.com

**REDEMPTION PLUS ACQUIRES EMERALD TOY COMPANY**

Wholesale plush toy distributor adds to sales growth

LENEXA, KS (September 15, 2010) – [Redemption Plus](#), the leading distributor of redemption prizes, incentive merchandise and management consulting for the family entertainment and learning center markets, acquires Emerald Toy Company.

[Emerald Toy](#) is a wholesale plush toy manufacturer and distributor specializing in quality soft-stuffed toys for major amusement companies located throughout North America and Europe. Since 2005 the company has built strong manufacturing partnerships throughout China with an office based in Hong Kong.

“As a direct import company without a distribution infrastructure, we always knew there would be limitations on our growth,” said John Sawyer, Vice President of Emerald Toy. “Being part of [Redemption Plus](#) is a great opportunity for Emerald Toy to continue growing.”

“Emerald Toy allows Redemption Plus immediate entrance into the wholesale plush market with a proven brand,” said Ron Hill, President of Redemption Plus. “This is a natural extension of our direct import and manufacturing program. Our customers have a growing need for innovative plush toys and this helps complement our existing product lines.”

Over the last five years, [Redemption Plus](#) has experienced 18% average annual sales growth with total sales increasing 130% during that same time period. The company makes it easy for Family Entertainment Centers and Educational Learning Centers to deliver a positive guest experience with redemption prizes, novelty plush, crane & merchandiser kits, party goods, and management consulting.

With the [Emerald Toy Company](#) fully integrated, [Redemption Plus](#) now offers:

- Flexible container programs for customers interested in volume quantity savings.
- US warehousing operations allowing quick distribution for North American customers who prefer to purchase goods domestically.
- Custom items that are manufactured for specific sizes, price points, colors and materials.

[Emerald Toy](#) will showcase some of the 2011 line of plush toys and novelties at various upcoming trade shows. Visit the company website at [www.EmeraldToy.com](http://www.EmeraldToy.com).

**About Redemption Plus**

[Redemption Plus](#) is North America’s premier source for redemption toys and incentive merchandise. The company makes it easy for Family Entertainment Centers and Educational Learning Centers to deliver a positive customer experience with redemption prizes, novelty plush, crane & merchandiser kits, and party goods. A wholesale toy distributor with 15 years of trusted industry expertise, Redemption Plus provides management consulting to help customers attract and entertain guests while maximizing profitability. For more information on Redemption Plus, please visit [RedemptionPlus.com](http://RedemptionPlus.com) or call 888.564.7587.