

STINK BLASTERS™
PRODUCT FACT SHEET

Stink Blasters Overview: Stink Blasters is a new toy product line of 24 collectable figures and collectable game cards. The Stink Blasters figures are characters endowed with *d stinktive* powers related to their monikers; i.e., Sweat Sox Sammy and Rotten Egg Reggie smell like well, you know! Each Stink Blaster figure has a soft "squeezable" head that blasts the character's namesake odor when pressed. Smelly but loveable, silent but deadly — Stink Blasters are charming their way into the hearts of boys and anyone who still loves a good "pull my finger" joke.

Company Overview: MEG is a Manhattan Beach, California-based product development, manufacturing and licensing company specializing in children's character lines, toys and licenses. Stink Blasters is the collaborative brainchild of the MEG team, led by Joe Morrison. Prior to founding MEG, company President Joe Morrison was Executive Vice President of Marketing at Mattel.

Characters: A total of 24 characters have been developed with 24 more on the way. Characters include The Silent Gasser, The Master Blaster, Butt Breath Bob, Porta Potty Paul and Barfin Ben among the growing collection of kids who are long on good intentions, but short on personal hygiene. Reminiscent of *Mad Magazine* humor, all Stink Blasters share the trait of gross, yucky, very common "boy" behavior but they also share a non-violent, non-destructive sensibility that makes them fresh, fun and safe. They all mean well, but boy, could they use a bath!

Crews: Stink Blasters are divided into six crews of four Blasters each. Each crew is based on a prevailing theme including the B.O. Boys, Breathers, Gasser Guys, Nature Crew, Veggies and Stench Brothers. Crews are made up of stink-friendly buddies that hang together in the town of Smellville and will ultimately compete against each other in the annual Blaster Bowl.

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Trading Cards:

Stink Blasters collectable game cards provide a hip, funny, grungy background story for each figure in the Stink Blasters line. The history and family tree for each character supplies the reason for his unique stink. Each character has six cards for a total of 144 available cards for trading and playing. Cards detail favorite foods, hobbies, best buddy or arch-enemy and life long philosophy as expressed by his "motto."

Collectable game cards come in packs of six, plus one card with four double adhesive Stink Stickers. Stink Stickers are a "calling card" of sorts — smelly stickers one can leave behind as an enduring if not endearing memento.

Stink Ratings:

The built-in Stink-Power Rating system is displayed on the bottom of all trading cards and provides the basis for a "stink" competition and various trading and gaming opportunities.

Target Market:

Boys ages 6+ .but experience has proven that the fun spreads as fast as the stink as siblings, dads and eventually moms get a laugh out of these gross but lovable characters.

Suggested Retail Prices:

Stink Blasters: \$4.99
Trading Cards: \$1.99

Trademarks:

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Product Availability:

Available worldwide in 34 countries.
Available in the U.S. at major chains and toy retailers beginning February 2004.
Available online at www.funstore.com

Web Address:

www.stinkblasters.com