



FOR IMMEDIATE RELEASE

Contact: Adrienne Appell
Toy Industry Association (TIA)
646.520.4863
aappell@toyassociation.org

Patricia S. Koziol
Hobby Manufacturers Association (HMA)
973.283.9088
pat.koziol@HMAHobby.org

**Toy Industry Association and Hobby Manufacturers Association
Collaborate to Broaden Market Opportunities for Crossover Products**

Increased Participation Expected at 2011 iHobby Expo and 2012 American International Toy Fair

New York, NY and Butler, NJ | April 4, 2011 – The Toy Industry Association (TIA) and the Hobby Manufacturers Association (HMA) announced today a one-year cooperative agreement that will provide members in each industry with opportunities to explore and grow their businesses through expansion into complementary markets.

Through the agreement, TIA and HMA will offer reciprocal member discounts for exhibit space at their respective trade shows, [iHobby Expo 2011](#) (October 20 – 23, 2011 in Rosemont, IL) and the [American International Toy Fair](#) (February 12-15, 2012 in New York City). The arrangement will provide exhibiting members of each organization with introductions to a broader range of retail stores while introducing retail buyers to expanded ranges of products and product categories.

“This is a great way to highlight the synergies between the hobby and toy industries,” said Carter Keithley, TIA president. “Toy Fair and the iHobby Expo are ideal venues for toy and hobby companies to gain additional exposure, make new connections and open additional markets for their products.”

“The Hobby Manufacturers Association is pleased to collaborate with the Toy Industry Association to increase exhibitor participation at our respective trade shows,” said Michael Bass, president, HMA. “This crossover of product will bring enhanced opportunities for retailers to diversify their offerings and broaden their customer base.”

About Toy Industry Association (TIA)

TIA is the not-for-profit trade association for producers and importers of toys and youth entertainment products sold in North America, representing over 500 companies who account for approximately 85% of domestic toy sales. Toy safety is the number one priority for the toy industry. TIA has a long history of leadership in toy safety including development of the first comprehensive toy safety standard more than 30 years ago, and working with government, consumers and industry on ongoing programs to ensure safe and fun play. For more information, visit www.toyassociation.org.

About Hobby Manufacturers Association (HMA)

The Hobby Manufacturers Association (HMA) is the not-for-profit trade association for manufacturers, importers, publishers, and distributors of all model hobby products and related accessories. Its mission is to promote the public awareness of model hobbies, communicate with and for the members on matters of common interest with a united voice, and to promote trade shows and conventions. For more information, visit www.hmahobby.org.

###