



2014 Press Kit

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A member of the Fat Brain Toys "Elf Crew" navigating our distribution center

*“I think I can,” puffed the little locomotive,
and put itself in front of the great heavy train.*

A Brief Introduction to Fat Brain Toys

Like many categories, the toy industry is comprised of companies large and small. Neither large nor small, we like to think of ourselves as “The Little Engine That Could”. Begun as a literal garage start-up over 12 years ago, Fat Brain Toys has boldly put itself “in front of the great heavy trains” in the toy industry, finding success by offering quality toys, innovative design, and what many have called “shocking” customer service.

Our mission? To demonstrate to the American consumer that there is an “alternate universe” of toys available to their children. With the decline of the local independent toy store, toy selection has become dramatically limited to only those products found on the shelves of the local big box retailer (think character-driven-plastic-violent-battery-operated toys). In contrast, Fat Brain Toys promotes smart toys and games that educate AND entertain.

Fat Brain Toys is comprised of four distinct sales channels, each working in concert to bring back better toys & games to the American household.

- Online Retail
- Brick & Mortar Retail
- Wholesale
- Direct Mail Catalog

We hope the following images and text will tell the story of the “The Little Toy Company That Could”. We appreciate your time and interest in Fat Brain Toys.



A view from the web kiosks at the Fat Brain Toys retail store

The “Back Story”

The term "garage start-up" is often used to describe companies with humble beginnings - whether they really started in a garage or not. But in the case of Fat Brain Toys, the garage was actually a stepping stone from a mere subterranean beginning.

In the fall of 2002, then 10 year-old Adam Carson received a magnetic building toy called Geomag for his birthday. Fascinated with the toy and looking to spend some additional birthday money, he went online to see if he could buy a larger set. Discovering how difficult it was to find online, he suggested to his father, a web developer by trade, that they create their own online store to sell the specialty toy. The rest, as they say, *is history!*

Quickly outgrowing the basement, the family moved the entire operation several times before finally settling into an office, warehouse, and several retail stores that they operate from today.

The business has grown in other ways too. Beginning with a single online store focused exclusively on magnetic toys, the company now boasts over 7,000 in-stock toys, games, and gifts. In 2006, a sister company, Fat Brain Toy Co. began development of their own original line of educational toys. These innovative toys and games can be found at finer retailers coast-to-coast, including The Smithsonian, SFMOMA, The Metropolitan Museum of Art, Land of Nod catalog, Barnes & Noble, and many others.

In September of 2008, after countless requests from local customers, Fat Brain Toys "The Store" opened to the public. Featuring over 1,600 products in a clean and spacious storefront, the Fat Brain Toys retail store quickly became the "go to" toy store in the Omaha area.

In the Summer of 2010, Fat Brain Toys launched its first, full-fledged, direct mail catalog. Featuring an exclusive collection of Fat Brain favorites, the catalog is quickly introducing millions of parents and grandparents to the products & service that sets Fat Brain Toys apart from all other toy retailers.

In May 2014, never content to rest on its laurels, Fat Brain Toys opened its second retail store in Overland Park, Kansas, a vibrant suburb of Kansas City.

In an era where many toy companies have struggled and failed, Fat Brain Toys is proof that quality products, hard work, and Midwestern hospitality can be a truly powerful combination.



From the drawing board to retail store shelves...Fat Brain Toys does it all.



Sampling of Original Toys & Games by Fat Brain Toy Co.



Testaments to Fat Brain Toys' "shocking" customer service

Industry Awards

- ASTRA “Best Toys for Kids” Award 2012 & 2013
- Nuremberg, Germany Toy Fair ToyAward Winner 2013
- Internet Retailer 500 - 2007-2013
- Internet Retailer – Hot 100 Websites (2012 & 2008)
- Toy of the Year Finalist 2012
- Facebook/American Express “Big Break for Small Business” 2011
- Multi Channel Merchant “Silver” Award Winner 2011
- Stevie Award Winner for Customer Service 2011
- Better Business Bureau Integrity Award Winner
- Entrepreneur Magazine Hot List
- Midlands Business Journal - 40 Under 40 Award
- UPS Best “Out Of The Box” Business In America Award
- Parents’ Choice Gold Award
- Creative Child Magazine Toy Of The Year
- NAPPA – National Parenting Publications Award
- Teachers Choice by Learning Magazine
- Oppenheim Toy Portfolio Best Toy Award
- Dr. Toy Best Products Award
- Early Childhood News Directors Award
- Exceptional Parent Magazine Symbol Of Excellence
- Great American Toy Test
- Dr. Dad Seal Of Approval



2013 ToyAward Winner
Spielwarenmesse Toy Fair



Specialty Toy of the Year Finalist



Winner of “Big Break” for
Small Business - 2011



2012 & 2013 ASTRA
Best Toys for Kids Winner



2012 Hot 100 Websites
Internet Retailer Magazine



Multi Channel Magazine
Silver Award Winner - 2011



A very brainy holiday at Fat Brain Toys

Memorable Media Placements



NYTimes.com
The Great Toy Divide



Fat Brain Toys Announces New Store
Prairiefire Overland Park, Kansas



Today on NBC
Beyond Digital: Kids' Games for Summer Fun



Goddard School
Top 10 Pre-Schooler Approved Toys



Spielwarenmesse

International Toy Fair - Nuremberg
Tobbles Neo Wins Toy of the Year



Fat Brain Toys
Featured as a Google Trusted Store



MultiChannel Merchant
Opening a Warehouse in 48 Hours



NY International Gift Fair
Tobbles Neo Awarded Toy of the Year



American Express OPEN Forum
Facebook Big Break Winner



The "business end" of a toy business

Our Customers Say It Better Than We Ever Could...

"I ordered this item from Fat Brain after having a shipping nightmare with another company. I had 1 day to get it shipped to Hawaii in time for my son's party and **the representative at Fat Brain was awesome.** She called UPS to verify it would make it in time and they shipped it in a matter of hours from our phone call. Thanks...you guys saved the party!!"

"Quick and easy. Beautiful toys that are well made and educational. Good toys that require nothing more than imagination, instead of a remote control and a TV. **Great toys that give you the chance to get more involved with your children.** Lots of fun!!!!"

"We have been ordering gifts from Fat Brain Toys for a few years now and have been satisfied with every order! Shipping is always very timely, items are exactly as described and they have unique items to choose from that you can't find at most local stores. **Fat Brain Toys will always be our "go to" site for the best toys and gifts!"**

"Love your store. I've been there a number of times and recently **took my husband along and had a hard time getting HIM out of there!** I may have to buy him a toy for Christmas, too! We will be back soon .. have a list of toys to buy for all the kids for Christmas."

"We are very thankful to Fat Brain Toys not only for their well-made toys but also their easy-to-use web site, their gift certificates, their **loyalty to their customers**, their promptness in delivering their products, their e-mails and other correspondence, and their kindness in making matters "right.""

"What can I say?? **I am falling hopelessly in love with Fat Brain Toys!!** The quality of the products, the great customer service, the quick shipping...its all great!!"

"I've probably said it before, but **I have not come across a more customer service-friendly online merchant** -- Fat Brain Toys takes the cake when it comes to great customer service as well as providing a wonderful selection of

toys and games for people of all ages. I've said it once, and I'll say it again: Keep up the great work!!"

"I really love Fat Brain toys. Lately, I've been exhausted by on-line stores: things arrive at my door REALLY late, parts are missing, or the item is in some way broken or defective. This is never the case with Fat Brain toys. **It is really an efficiently run organization.** Most importantly, Fat Brain toys has the coolest, most unique & exciting toys for the kids, and sometimes for the parents."

"I am more impressed by Fat Brain Toys than I think I have ever been of an online retailer. My product was shipped within an hour, and they sent emails every step of the way (even one to tell me that it was sitting on my front porch =) I discovered this store because I was searching for a good deal on a particular product that I could not find locally, and now I have found the perfect store for my kids who get bored with run of the mill toys! Thanks Fat Brain Toys!"



On a first-name basis at the Fat Brain Toys retail store

Our Customers Say It Better Than We Ever Could...

“Fat Brain is one of the ace places to find good stuff for kids. Beautifully organized site, making it easy to find categories of interest. A good many unique, interesting items you don't find elsewhere. The product descriptions are very complete, **the images useful and accurate**, the customer reviews helpful. You really get a sense of whether an item is right for the child/children you have in mind. Ordering process is easy and pretty flawless, too. A joy of a place to visit on the Web.”

“The retail store is filled with wonderful educational toys and friendly staff. They always ask how they can help you find toys or make suggestions for birthday gifts for certain aged children. The great bonus is that they also wrap the presents in the store! It is also easy to order on the website and pick up the order at the store or have it shipped. **The personal service is above and beyond what you would receive at a big box store.**”

“Fat Brain Toys has always been my go-to site for holiday shopping. Quick

shipping, unique gifts, and excellent service. I feel good shopping here knowing the **careful selections that are made by the staff** to offer toys that are fun and functional for growing kids' minds.”

“I was so excited by Fat Brain's customer service that I posted about it on my FaceBook page just after the order. Less than two hours after placing my order, I received an email telling me that it had SHIPPED **ALREADY! I can guarantee that I'll be buying here again.**”

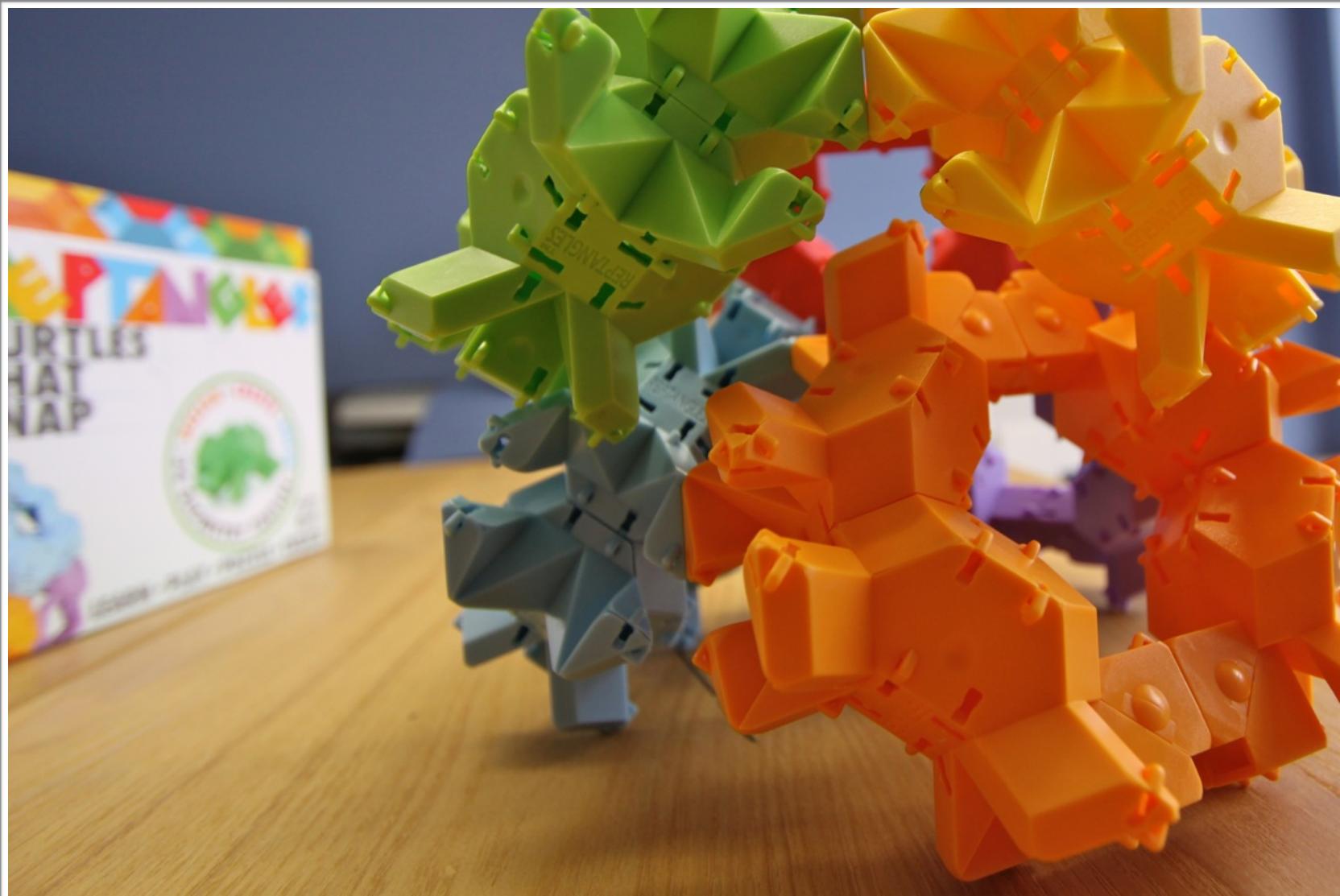
“I love this site and the products offered! **I can find anything for anyone at Fat Brain**, regardless of their age or ability. From a special needs toddler to a 52 yr. old high school English teacher!! Best all around gifts and toys for everyone! ”

“My experience with Fat Brain Toys has been **nothing short of perfect!** The customer service reps have gone out of their way to help me process my order. Everything I ordered arrived very quickly, and as expected. I will not hesitate to order

from them again and would recommend others to do so as well! ”

“I loved so many of the items I saw in your catalog. Not worthless toys that will be thrown away or given to Good Will when they're out-grown, but something you'd want to hold on to for grandchildren or give to a special friend. **There's no other store like Fat Brain Toys.** I'm really impressed.”

“Fat Brain is my favorite toy store hands down. I am so appreciative of the help that is actually helpful. I don't feel ignored and I don't feel pushed to make a purchase. There is an air of hospitality to this store and the ladies who work there actually like their job and treat the customers well. **They are more than willing to go the extra mile**, to research a toy IN STORE for the customer (me), to locate another toy if they are out and to cheerily offer a FREE (and very speedy, though well-done) gift wrap. I hope Fat Brain does well and I will be giving them my business as often as I can.”



Turtles that snap...toys that are just plain cool!

Our Customers Say It Better Than We Ever Could...

"Thank you Fat Brain Toys for always providing a top quality online experience. I've ordered toys from your company three times now and have never experienced anything but great results. Your **products and service are top notch** and your prices are competitive. I'll be returning to your web site again and again!"

"Fat Brain consistently delivers excellence. I've always been happy with the products they sell. I appreciate that they show the country of manufacture. I especially appreciate that they can direct me to products appropriate for all five of our grandsons, including two who have special needs. They are prompt to fill orders, and prompt to get them out the door and into the hands of our grandsons. We live overseas and can't be around to follow the kids' development, but **Fat Brain helps us keep the bonds strong.**"

"Not only does Fat Brain Toys have an **amazing selection of creative and original toys** that you can't find at toys r us or target or anywhere else, but their customer service is

outstanding. The shipping was fast (2 business days), affordable and their email updates of the orders were thorough. I will definitely shop regularly at this website for my two sons and 5 nieces and nephews!"

"Fat Brain was, has been, and continues to be **a leader in online toy shopping**. I can always trust them to deliver quality products at very reasonable prices! Their service is impeccable. Thanks Fat Brain!!"

"Fat Brain Toys is a wonderful website for anyone shopping for children from 0-16. They have a wonderful selection of educational toys that are also a lot of fun. We have ordered from the Fat Brain Toys website for the past 3 Christmas and have **never been disappointed** with any of the toys we purchased. The customer service is exceptional and the shipping super fast."

"For the past two years I have been ordering gifts for my grandchildren from Fat Brain Toys. I do a great deal of shopping online and **there is no other site or company that has such prompt shipping and delivery.**

Including information to me the customer. I have recommended this site to everyone I know for purchasing of quality toys and excellent service. My many thanks for making my life a little easier."

"As always, I have to say that I love shopping at Fat Brain Toys. I am never disappointed. Fat Brain makes shopping so easy and enjoyable. The staff are a breath of fresh air - compared to the usual bah humbug retail workers. **The employees seem proud of the products they sell.** I will continue to be a loyal customer."

"Fat Brain Toys had by far **the fastest processing and delivery timeline I've ever seen in the online world!** I've been recommending them to everyone I know!"

"Fat Brain Toys is the Best!! Web site is easy. The in-store staff are wonderful. Very helpful. It's my go-to place when I need a toy for the grandchildren. Prices are competitive. **Love to refer to other friends and family members.**"



www.FatBrainToys.com (Consumer)

www.FatBrainToyCo.com (Wholesale)