



For Immediate Release  
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## **TOP TOY INNOVATOR JOINS FUNOSOPHY TEAM Ken Mitchell Signs With Industry's Leading Consulting Firm**

Long Beach, CA (February 6, 2006) – Funosophy, the preeminent marketing consulting firm for toys and childrens' products, today announced the addition of top brand-builder Ken Mitchell to its team of seasoned industry experts.

Mitchell comes to Funosophy with a strong background in preschool and juvenile products, having headed up marketing, licensing, and sales functions at a number of top toy and juvenile product manufacturers. Prior to joining Funosophy, Mitchell previously served as Senior Vice President of Lifestyle Products and Vice President of Children's Products and Licensing at Fisher-Price, Executive Vice President of Marketing at Dorel, the largest North American supplier of juvenile products, Vice President of Sales and Marketing at Gerry Baby Products, and most recently, strategic consultant to Spin Master's kids' room décor division, Marshmallow.

In addition to his marketing strength and sales savvy, Mitchell is also renowned for his innovative product vision. His leadership of product development efforts has resulted in numerous awards including the Business Week IDSA Silver Award, Good Housekeeping's Great Buy Award, and JPMA's New Product of the Year, among others.

Mitchell's role at Funosophy will include strategic business development for new and existing clients. One of Mitchell's strengths is the development of new categories within existing businesses, resulting in tremendous corporate growth.

Says Nancy Zwiers, founder of Funosophy, of the newest addition, "I'm thrilled to welcome Ken to our team of seasoned toy industry experts. His deep understanding of moms will enable us to offer even more value to our clients."

About Funosophy, Inc.:

Founded in 1999 by toy industry veteran Nancy Zwiers, Funosophy is the leading consulting firm in the toy industry, called upon by the toy, children's entertainment, and

licensing industries for its talent, experience, and expertise in strategic brand building, consumer research, and licensing . Providing a synergistic blend of traditional packaged goods and toy marketing, Funosophy provides cutting edge solutions through custom consulting and decision making tools.

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