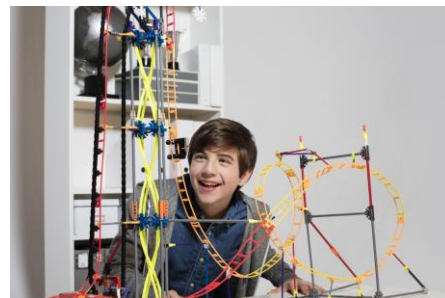


Contact: Kate Loffio
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K'NEX® Introduces 5 New Building Sets To Its Thrill Rides Line *New Sets Promise BIG Building Fun!*

Hatfield, PA – February 2016 – K'NEX Brands, the only US [construction toy](#) company focused on [Building Worlds Kids Love](#)®, is pleased to introduce five new building sets to its hugely popular Thrill Rides line. Sure to spark creativity, these K'NEX sets offer imaginative fun for builders ages 7+, and include American made rods and connectors.

K'NEX Thrill Rides building sets have been a favorite among fans since the line was introduced in 1992, and appeals to builders of all ages.



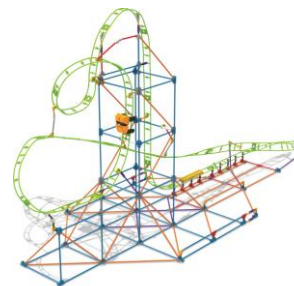
Clock Work Roller Coaster Building Set



Tick, tick, tick, watch the as the motorized hour hand inspired lift launches the coaster car on an awe-dropping adventure over 16 feet of K'NEX track! Standing over 2 ½ feet high the Clock Work Roller Coaster from K'NEX includes over 305 made in the USA K'NEX rods and connectors, a motor and easy-to-follow building instructions. Requires 2 "AA" batteries (not included). Suggested retail price is \$34.99. Ages 7+. Available Fall 2016 on [knex.com](#) and at toy retailers nationwide.

Infinite Journey Roller Coaster Building Set

Get ready for the ride of your life with the Infinite Journey Roller Coaster Building Set from K'NEX! Standing at over 2 ½ feet high, watch as the coaster car roars over the 16 feet of K'NEX track. Set includes a slingshot launcher, and 347 made in the USA K'NEX rods and connectors. Suggested retail price is \$34.99. Ages 7+. Available Fall 2016 on [knex.com](#) and at toy retailers nationwide.



Revolution Ferris Wheel Building Set



Round and Round! This motorized, rail driven Ferris Wheel is the first of its kind. Standing over 2 feet high, the Revolution Ferris Wheel Building Set from K'NEX includes 344 K'NEX rods and connectors, along with a motor, and is sure to bring your child hours of building fun! Requires 2 "AA" batteries (not included). Suggested retail price is \$34.99. Ages 7+. Available Fall 2016 on knex.com and at toy retailers nationwide.

Blizzard Blast Roller Coaster Building Set

Bring the chilling excitement to your living room with the new Blizzard Blast Roller Coaster Building Set from K'NEX! Build with 561 K'NEX parts & pieces, such as rods, connectors, track, and then add motorized power to send the blue coaster car twisting and turning through over 16 feet of non-stop action! Plus, download exclusive instructions to build an incredible second model, the Blizzard Runner Coaster! Models can be built one at a time. Requires 2 "AA" batteries (not included). Ages 9+. Suggested retail price \$49.99. Available Fall 2016 on knex.com and at toy retailers nationwide.



Classic Ferris Wheel Building Set



Right from the K'NEX vault, fans old and young will love constructing this classic K'NEX build! The Classic K'NEX Ferris Wheel Building Set includes 744 made in the USA rods and connectors, 1 motor and a detailed instruction booklet that offers 2 additional building ideas. Models can be built one at a time. Requires 2 "AA" batteries (not included). Ages 7+. Suggested retail price \$54.99. Available Fall 2016 on knex.com and at toy retailers nationwide.

Popular items from the 2015 line continuing are:

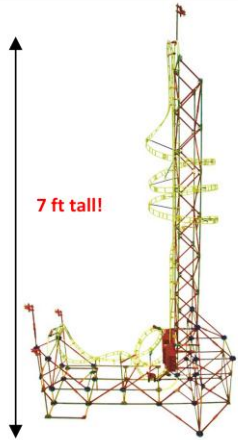
Double Doom Roller Coaster Building Set

Two coaster cars equal double the trouble with the Double Doom Roller Coaster Building Set! Build with 891 K'NEX pieces, including classic rods, classic connectors, and track that build a model over 3 feet high! With the motorized action, your 2 coaster cars will go on a twisting and turning ride. For more fun, download instructions for a 2nd coaster,



Wild Warp. Models can be built one at a time. Requires 2 "AA" batteries (not included). Rods and connectors made in the USA. Suggested retail price \$74.99. Ages 9+. Available now on knex.com and at toy retailers nationwide.

Sky Sprinter Roller Coaster Building Set



Reach for the sky with the Sky Sprinter Roller Coaster Building Set - our tallest Roller Coaster ever! Build with 797 K'NEX pieces, including classic rods, classic connectors, and track! Use the included blaster motor to shoot the red coaster car to a height of 7 feet! Then watch it wind its way down the track to complete its journey! For more fun, download instructions for an exclusive 2nd coaster – Cloud Bender. Models can be build one at a time. Requires 3 "AAA" batteries (not included). Rods and connectors made in the USA. Suggested retail price \$129.99. Ages 9+. Available now on knex.com and at toy retailers nationwide.

Big Ball Factory Building Set

Build a classic, nostalgic K'NEX model just like you remember with the Big Ball Factory Building Set! After 20 years in the K'NEX vault, we are bringing back this classic model to thrill our most loyal fans. Over 3,100 classic K'NEX pieces complete this gigantic ball machine that stands over 4 feet high! Watch as the 4 balls travel down 4 different paths - which way will the ball go next? Now featuring a motor, just turn the ball machine on and watch it go! Included are easy to follow instructions. You can even download instructions for an incredible Ferris Wheel model. Models can be build one at a time. Perfect for advanced builders ages 12+. Suggested retail price \$299.99. Batteries not included. Available now on knex.com and at toy retailers nationwide.



All American Roller Coaster Building Set



You'll be seeing stars and stripes with the All-American Roller Coaster Building Set! Build with 561 K'NEX pieces, including rods, connectors, and track that build a model over 3 feet high! With the motorized action, your coaster car will go on a wild adventure through 18 feet of track. For more fun, download instructions for a 2nd coaster, Freedom. Models can be built one at a time. Requires 2 "AA" batteries (not included). Rods and connectors made

in the USA. Ages 9+. Suggest retail price \$32.97. Available now exclusively at Wal-Mart and walmart.com.

About K'NEX Brands

Founded in 1992, K'NEX Brands, the world's most innovative construction toy company, was established to make and sell what has become one of the world's leading integrated construction systems for children, and is America's STEM building solution. Winner of over 350 international awards and recognitions, K'NEX is focused on [Building Worlds Kids Love](#)[®] and encourages youngsters to "imagine, build and play." From the living room to the classroom, K'NEX has building toys specially designed for every age group and skill level. The K'NEX family of brands includes K'NEX Building Sets, K'NEX Thrill Rides, K'NEX Education[®], K-FORCE Build and Blast™, Beasts Alive[®], Mighty Makers[®], Mario Kart Wii™, Mario Kart 7™, Mario Kart 8™, Super Mario™, Plants vs. Zombies™, Lincoln Logs[®] and Tinkertoy[®], under license from Hasbro, and more. Since 1992, The Rodon Group[®], a subsidiary of K'NEX Brands, L.P., has manufactured over 36 billion parts for the K'NEX building toy system. Join us as we help build the leaders of tomorrow. For more information, please visit www.knex.com or www.rodongroup.com.

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K'NEX Announces New Additions to K'NEX® Building Sets Line

2 Building Sets Offer Fans Exciting New Building Options

Hatfield, PA – February 2016 – K'NEX Brands, the US [construction toy](#) company focused on [Building Worlds Kids Love®](#), is pleased to introduce two new additions to its K'NEX Building Sets line. These K'NEX Building Sets contain 100% made in the USA bricks, rods and connectors that invite children of all ages to imagine, build and play!

Turbo Jet 2-in-1 Building Set

Get ready to take-off on an amazing journey with the Turbo Jet 2-in-1 Building Set from K'NEX. This awesome building set allows you to build a motorized jet OR a heli-plane with working propellers! Set includes 1 motor, and over 400 made in the USA K'NEX rods and connectors. Ideal for builders ages 7+. Requires 2 "AA" batteries (not included). Suggested retail price \$29.99. Available Fall 2016.



Revvin' Racecar 2-in-1™ Building Set



Ready? Set? Go! Build a superfast motorized racecar OR a powerful ATV with the Revvin' Racecar 2-in-1 Building Set from K'NEX! This fast-paced set includes 1 motor, and over 370 made in the USA K'NEX rods and connectors. Perfect for builders ages 7+. Requires 2 "AA" batteries (not included). Suggested retail price \$29.99. Available Fall 2016.

2015 favorites continuing for 2016 are as follows:

Cosmic Quest Building Set



Take an adventure into space with the Cosmic Quest Building Set! With this set you can build 5 models one at a time to create your ultimate space

adventure. Build a Mars Rover, a Hover Craft, an Alien, a Space Suit, or a Moon Bike. With over 120 classic K'NEX parts you can let your imagination soar! Made in the USA. Perfect for builders ages 7+. Suggested retail price is \$12.99. Available now on knex.com and at toy retailers nationwide.

35 Model Ultimate Building Set

Loaded with 480 parts for the ultimate K'NEX building experience, the 35 Model Building Set includes ideas for planes, trucks, animals, and amusement park rides. Use your imagination to create your own unique models! Comes packaged in a convenient treasure chest for easy storage. All rods and connectors are made in the USA. Most models can be built one at a time. Suggested retail price is \$24.99. Ages 7+. Available now on knex.com and at toy retailers nationwide.



52 Model Building Set



The 52 Model Building Set comes with 52 unique building ideas—one for each week of the year! Use the included full-color instructions to construct cars, planes, boats and more, or use your imagination to create your own exciting model. Six hundred made-in-the-USA pieces come in an easy to use plastic storage tub. Most models can be built one at a time. Suggested retail price is \$34.99. Ages 7+.

Available now on knex.com and at toy retailers nationwide.

70 Model Building Set

Our awesome 70 Model Building Set comes with 70 building ideas, including a hot air balloon, boat, truck, sand castle and more. Packaged in our large treasure chest storage box, and all 705 classic rods and connectors included are made in the USA. Most models can be built one at a time. Suggested retail price is \$44.99. Ages 7+. Available now on knex.com and at toy retailers nationwide.



Combat Crew 5-in-1 Building Set

Build your artillery and establish your army with the Combat Crew 5-in-1 Building Set! Includes over 500 classic K'NEX pieces to build 5 different models – an armored personnel carrier, helicopter, tank, drone, and anti-aircraft vehicle! Build the drone and anti-aircraft vehicle at the

same time and battle! Other models can be built one at a time. Includes a motor that moves the models, and a working dart launcher to fight enemy forces! Also includes an exclusive combat figure that sits in the vehicles. Requires 2 “AA” batteries (not included). Suggested retail price is \$44.99. Perfect for builders ages 7+. Available now on knex.com and at toy retailers nationwide.

K’NEX Building Sets: Intro Assortment

The K’NEX Intro Assortment is the perfect set for first-time builders! Choose from one of three sets; the classically designed plane, helicopter with working propeller, or truck with rotating wheels. Collect and build all three to create a space shuttle with cargo doors that open and close! Each set contains 60+ classic, made in the USA K’NEX rods and connectors and full color instructions and offer great building at a great price. Each set sold separately. Suggested retail price is \$5.99. Ages 5+. Available now on knex.com and at toy retailers nationwide.

About K’NEX Brands

Founded in 1992, K’NEX Brands, the world’s most innovative construction toy company, was established to make and sell what has become one of the world’s leading integrated construction systems for children, and is America’s STEM building solution. Winner of over 350 international awards and recognitions, K’NEX is focused on [Building Worlds Kids Love](http://www.knex.com)[®] and encourages youngsters to “imagine, build and play.” From the living room to the classroom, K’NEX has building toys specially designed for every age group and skill level. The K’NEX family of brands includes K’NEX Building Sets, K’NEX Thrill Rides, K’NEX Education[®], K-FORCE Build and Blast[™], Beasts Alive[®], Mighty Makers[®], Mario Kart Wii[™], Mario Kart 7[™], Mario Kart 8[™], Super Mario[™], Plants vs. Zombies[™], Lincoln Logs[®] and Tinkertoy[®], under license from Hasbro, and more. Since 1992, The Rodon Group[®], a subsidiary of K’NEX Brands, L.P., has manufactured over 36 billion parts for the K’NEX building toy system. Join us as we help build the leaders of tomorrow. For more information, please visit www.knex.com or www.rodongroup.com.

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2 New K'NEX® *Beasts Alive*® Building Sets Roar to Life!

New Sets Offer Fans Motorized Building Fun

Hatfield, PA – February 2016 – K'NEX Brands, the US [construction toy](#) company focused on [Building Worlds Kids Love](#)®, is pleased to add 2 new items to its wildly popular *Beasts Alive* Building Sets line. *Beasts Alive* contain 100% made in the USA rods and connectors that invite children of all ages to imagine, build and play!



Robo-Jaws Building Set



The most famous great white shark has nothing on the *Beasts Alive* Robo-Jaws Building Set! This jaw-some building set allows you to build a motorized shark with chomping jaw action! Set also includes 2 additional building ideas for more beastly fun! Includes 1 motor, and over 130 made in the USA K'NEX rods and connectors. Models can be built one at a time. Requires 2 "AA" batteries (not included). Suggested retail price is \$16.99. Ages 7+. Available Fall 2016 on [knex.com](#) and at toy retailers nationwide.

Robo-Croc Building Set

Think you need to go to the swamps to have a crockin' good time? Look no further than the *Beasts Alive* Robo-Croc Building Set from K'NEX! This reptilian set allows you to build a motorized gator that slowly slinks towards you! Set also includes building ideas for 2 additional beasts, 1 motor, and over 170 made in the USA K'NEX rods and connectors. Models can be built one at a time. Requires 2 "AA" batteries (not included). Suggested retail price is \$16.99. Ages 7+. Available Fall 2016 on [knex.com](#) and at toy retailers nationwide.



2015 sets carrying forward are as follows:

Chompster/Insectra Assortment



Stomp, Chomp, Stomp, Chomp - Watch these creatures come ALIVE with Beasts Alive Building Sets from K'NEX! Use the 130+ classic K'NEX parts to build one of two creepy, crawling bugs – Chompster and Insectra, each sold separately. Once built, move your creation across the table and watch it come ALIVE! Each set includes two additional building ideas that can be built one at a time. All K'NEX rods and connectors are made in the USA. Suggested

retail price is \$12.99. Ages 7+. Available now on knex.com and at toy retailers nationwide.

K'NEXOSAURUS REX Building Set

Back from Extinction - K'NEXOSAURUS Rex comes alive! This set contains over 250 pieces, including a battery powered motor. Build the model, switch it on and watch it stomp to life! Includes instructions to build the K'NEXosaurus, and one other model. Models can be built one at a time. Requires 2 "AA" batteries (not included). Suggested retail price \$27.99. Ages 7+. Available now on knex.com and at toy retailers nationwide.



Bronto/Tri-Stego Assortment



These Beasts will truly come alive with the Beasts Alive Building Sets from K'NEX! Use the 200+ classic K'NEX parts to build one of two pre-historic dinosaurs – Bronto and Tri-Stego, each sold separately. Once built, turn on their motor and watch them come ALIVE! Each set includes two additional building ideas that can be built one at a time. All K'NEX rods and connectors are made in the USA. Requires 2 "AA" batteries (not included). Suggested retail price is \$24.99. Ages 7+. Available now on

knex.com and at toy retailers nationwide.

X-Flame/Stompz Assortment

Introducing two wild and unruly Beasts Alive Building Sets! Meet our dragons – Stompz and X-Flame. Each creature building set is sold separately, and includes over 350 classic K'NEX parts. Once built,



turn on their motor and watch these beasts come ALIVE! Both sets include two additional building ideas that can be built one at a time. All K'NEX rods and connectors are made in the USA. Requires 2 "AA" batteries (not included). Suggested retail price is \$34.99. Ages 7+. Available now on knex.com and at toy retailers nationwide.

About K'NEX Brands

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K'NEX Education® Introduces 3 New Building Sets
New Building Sets Offers Hands-on Learning for Classroom or Home Use

Hatfield, PA – February 2016 – K'NEX Brands, the only US [construction toy](#) company focused on [Building Worlds Kids Love®](#), is pleased to introduce three exciting new additions to its K'NEX Education product line. These K'NEX Education sets are ideal for classroom or home use and offer hands-on STEM (science, technology, engineering and math) learning.

Aligned to Science, Technology, Engineering and Math (STEM) standards, K'NEX Education sets are ideal for classroom or home use, and teach concepts through problem-solving, discovery, exploratory learning and critical thinking. K'NEX Education's inquiry-based lessons challenge students as they build, investigate, problem solve, discuss and evaluate scientific and design principles in action.

STEM Explorations: Roller Coaster Building Set

Buckle up and get ready for a fun and educational ride with the STEM Explorations Roller Coaster Building Set from K'NEX Education! This set allows students to build a working roller coaster, plus 2 additional models. Set also features 3 unique experiments-1 for each model that teach about the relationships between time, distance, and speed. Includes 1 battery-powered motor, and over 500 made in the USA K'NEX rods and connectors. Models can be built one at a time. Requires 2 "AA" batteries (not included). Ages 8+. SRP \$39.99. Available Fall 2016 on [knex.com](#) and at toy retailers nationwide.



STEM Explorations: Swing Ride Building Set



Students will have fun while learning about how mass affects speed plus gearing up and down with the STEM Explorations Swing Ride Building Set from K'NEX Education. Build a working swing ride, plus 2 additional

models with the included instructions. Set also features 3 fun experiments-1 for each model, 1 battery-powered motor, and over 470 made in the USA K'NEX rods and connectors. Models can be built one at a time. Requires 2 "AA" batteries (not included). Ages 8+. SRP \$39.99. Available Fall 2016 on knex.com and at toy retailers nationwide.

K'NEX Education: Robotics Building System

Build, program and control! The K'NEX Education: Robotics Building System comes with over 800 parts, including made-in-the-USA K'NEX® rods and connectors, a Control Box, four motors, an Ultrasonic sensor that generates sounds waves and reads their echoes to detect and measure distance from objects, a color/light sensor that distinguishes between colors and detects light intensities, a simple but precise touch sensor that detects when its front button is pressed or released and is able to count single and multiple presses, and PC compatible software that allows children to build 9 different programmable models, including a bi-ped robot, a line-tracking car and even a plane with working landing gear! Set also comes with 5 progressive lesson plans, a Software User's Guide and full color building instructions. Control device holds six "AA" batteries (not included). Models can be built one at a time. Ages 10+. SRP \$399.99. Available Fall 2016 on knex.com and at toy retailers nationwide.



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