



Contact: Kate Loffio
K'NEX Brands
215.996.4209
kloffio@knex.com

K'NEX Brands Unveils 2 New Super Mario™ Mystery Figure Bag Series
Officially-Licensed Toys Allows Kids to Bring their Favorite Mario™ Characters to Life!

Hatfield, PA, February 2016 – K'NEX, the only US [construction toy](#) company focused on [Building Worlds Kids Love](#)®, is pleased to announce 2 new additions to its successful line of Super Mario building sets.

Designed for young Nintendo® fans ages 6+, these building sets bring the fun of Mario and his friends to a new generation, and expand its appeal through a rewarding, age-appropriate K'NEX® building experience.

SUPER MARIO: Mystery Figure Bags Series 7

Build your favorite Super Mario characters! Each set includes 1 buildable figure - Mario™, Fox Luigi™, Goomba™, Fire Mario™, Yoshi™, Dry Bones™, or Bowser™! Which one will you get? Collect all 7! Each set sold separately. Suggested retail price is \$3.99. Ages 6+. Available Spring 2016.

SUPER MARIO: Mystery Figure Bags Series 8

Build your favorite Super Mario characters! Each set includes 1 buildable figure – Ice Luigi™, Diddy Kong™, Donkey Kong™, Princess Peach™, Toad™, Yoshi™, or Bowser™! Who will you get? Each set sold separately. Collect them all! Suggested retail price is \$3.99. Ages 6+. Available Fall 2016.

Fan favorites from 2015 continuing this year are as follows:

Mario Kart 8: Bike Assortment Series 1

Build your favorite characters on their Standard Bikes from Mario Kart 8 - assortment includes Mario™, Luigi™, and Donkey Kong™! Each set includes a buildable figure and parts to build their Standard Bikes. You can even transform the bikes into hover mode - just like the game! Use the package as a ramp for added fun when you're done building.

Each set sold separately. Suggested retail price is \$7.99 each. Ages 6+. Available now on knex.com and at toy retailers nationwide.

Mario Kart 8: Kart Assortment Series 1



Build & race your favorite characters in karts from Mario Kart 8. Choose from fan favorites Mario, Yoshi™ or Princess Peach™ in this Kart Assortment. Once built, the kart's pull-back motor and accessories from the game add to the fun! Each set sold separately. Suggested retail price is \$12.99 each. Ages 6+. Available now on

knex.com and at toy retailers nationwide.

About K'NEX Brands

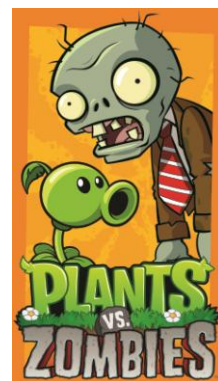
Founded in 1992, K'NEX Brands, the world's most innovative construction toy company, was established to make and sell what has become one of the world's leading integrated construction systems for children, and is America's STEM building solution. Winner of over 350 international awards and recognitions, 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®, Lincoln Logs®, Tinkertoy®, K-FORCE Build and Blast™, Beasts Alive®, Mighty Makers®, Mario Kart Wii™, Mario Kart 7™, Mario Kart 8™, Super Mario™, PacMan™, Titanfall™, Family Guy™, Plants vs. Zombies™, and more. Since 1992, The Rodon Group®, a subsidiary of K'NEX Brands, L.P., has manufactured over 34 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.



Contact: Kate Loffio
 K'NEX Brands
 215.996.4209
kloffio@knex.com

K'NEX® Introduces Plants vs. Zombies Mystery Figure Bags, Series 3!
*Officially Licensed Building Toys by K'NEX Allow Kids to Build & Play in the
 Plants vs. Zombies World*

Hatfield, PA, February 2016 – Plants vs. Zombies™ fans have been building and playing their favorite game as their favorite characters with licensed building toys by K'NEX® for years. Now they can build even more with the newly introduced Plants vs. Zombies Mystery Figure Bags, Series 3!



PopCap® Games, Inc., a division of Electronic Arts, and the creator of the



popular gaming franchise, and K'NEX, the only [U.S. construction toy](#) company focused on [Building Worlds Kids Love®](#), are pleased to collaborate on this wildly successful line of officially licensed building sets and mini-figures inspired by the Plants vs. Zombies games.

Plants vs. Zombies: Mystery Figure Bags, Series 3

With the Plants vs. Zombies Mystery Figure Bags, you can collect your favorite characters from the popular game! Series 3 of this popular collection includes, Big Wave Beach Zombie, Ice Age Zombie, Lost City Zombie, Conehead Peasant Zombie, Fire Peashooter, Snapdragon, Laser Bean, and fan-favorite Sunflower. Each bag contains 1 mystery figure. Who will you get? Collect them all! Ages 5+. SRP \$3.99. Available now on knex.com and at toy stores nationwide.



Popular items from the 2015 line continuing are:

Plants vs. Zombies: Mystery Figure Bags, Series 1



Collect more of your favorite Plants vs. Zombies characters available in the our Series 1 collection, which includes, Basic Zombie, Mummy Zombie, Cowboy Zombie, Future Conehead Zombie, Peashooter, Bloomerang, Bonk Choy, and Sunflower. Each bag contains one mystery figure. Who will you

get? Ages 5+. SRP \$3.99. Available now on knex.com and at toy retailers nationwide.

Plants vs. Zombies: Wall-nut Bowling Building Set

Defeat the zombies, save your brains...go Wall-nut Bowling! This building set based upon elements from the popular Plants vs. Zombies mini game includes, a Basic Zombie figure, Wall-nut figure, and enough K'NEX parts to build a ramp and bowling pins. Roll the Wall-nut down the ramp to knock over the Basic Zombie! Easy to follow building instructions included. Ages 5+. SRP \$12.99. Available now on knex.com and at toy retailers nationwide.



Plants vs. Zombies: Mummy's Tomb Building Set



Defeat the zombies and save your brains...in Ancient Egypt! Includes a Ra Zombie figure, Bloomerang figure, and K'NEX parts to build a small Pyramid. Use your finger to flick the boomerangs out of the Bloomerang to defeat the zombie! Easy to follow building instructions included. Ages

5+. SRP \$12.99. Available now on knex.com and at toy stores nationwide.

Plants vs. Zombies: Wild West Skirmish Building Set

With the Wild West Skirmish Building Set from K'NEX you'll be transported to the ol' West where you will need to defeat the zombies and save your brains! This building set, themed after the third level in the popular Plants vs. Zombies 2, includes 2 Cowboy Zombie figures, 1 Prospector Zombie figure, and 1 Peashooter, plus plenty of K'NEX parts to build an area of the Wild West



level from Plants vs. Zombies 2. Slide the Peashooter back and forth along the track for target practice, or defeat the zombies easily using the Peashooter's shooting action. 7 peas are included with a buildable ammo stand. Easy to follow building instructions included. Ages 5+. SRP \$34.99. 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://BuildingWorldsKidsLove.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.

About PopCap

PopCap Games is the leading global developer, publisher, and operator of casual video games: fun, easy-to-learn, captivating games that appeal to all ages across PC, mobile, social, and other platforms. Based in Seattle, Washington, PopCap was founded in 2000, was acquired by Electronic Arts in 2011, and has a worldwide staff of more than 400 people in Seattle, San Francisco, and Shanghai.

PopCap and Plants vs. Zombies are trademarks of Electronic Arts Inc.

###