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Patch Acquires Award-Winning STEM Product with Roominate

BELOIT, Wis.— Patch expands from puzzles, toys and games into a new category of STEM with the acquisition of *Roominate*™. STEM (Science, Technology, Engineering and Math) has become a prominent topic within the toy industry, as it builds important education through play with the children of today who could be the scientists and engineers of tomorrow.

Roominate is an award-winning line of complete building sets that are designed for girls in order to bridge the gender gap in STEM. The line was started with one simple mission: open up possibilities for girls by showing them that creativity and engineering are fun. The success through the implementation of this mission has led *Roominate* to win many awards, including *Forbes* “Top 10 Toys to Watch in 2015,” *TIME* “Toy of the Year,” 2015 TOTY Finalist and many more.



Roominate currently consists of 12 sets, some for 6 years and up, and others for 8 years and up. Children can build interactive sets like a school bus, amusement park and many more that come to life through the use of things like motors and lights. The interactive app also allows “Roominators” to remotely control motors and lights, and get design ideas from fellow “Roominators.” In short, *Roominate* lets girls build the world they want to play in.

Alice Brooks, co-founder of Roominate, is very pleased to join Patch: “Patch’s entrepreneurial spirit and innovative culture is exactly what we were looking for to help grow Roominate. We’re happy about this significant development and look forward to working with the Patch team to continue to inspire the next generation of innovators.”

Girls need more encouragement when it comes to excelling in the sciences. Boys are three times more likely to be interested in science, technology, engineering and math (STEM), and six times more likely to obtain a job in engineering. *Roominate* aims to change that, and the acquisition by Patch will help take the line to the next level. Because Patch values their expertise, the *Roominate* founders will remain involved and play a vital role in the future of the brand.

“We are excited and honored to take on a concept that gets girls excited about engineering through play,” said Bob Wann, CEO of Patch Products. “It’s also an important move for Patch because *Roominate* continues the diversification of our line of products: from the best-selling *Mirari*® infant toys, to the educational *Lauri*® brand, to award-winning Patch adult games, and now innovative *Roominate* girls’ toys.”

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Stephen Lebowitz, Managing Partner at Topspin Partners, owners of Patch Products, commented, “The acquisition of *Roominate* is part of the strategy to build on Patch’s foundation, continuing its momentum of becoming a major toy company with quality brands in diverse categories for consumers of all ages.”

Patch Products, LLC is a leading designer, manufacturer and marketer of games, children’s puzzles, infant/toddler toys, creative activities and teaching tools, with focus on innovation and growth of brands and categories. Top-selling brands include *5 Second Rule*®, *Perplexus*®, *Don’t Rock the Boat*™, *Farkle*, *The Game of THINGS...*®, *Chrono Bomb*®, *OK to Wake!*®, *Mirari*®, *Buzzword*®, *Stratego*®, *Lauri*® and *Wooly Willy*®.

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