



## PlayMonster™ Acquires Award-Winning Wood Vehicle Line, *Automoblox*®

*Continues Strategic Expansion with Third Acquisition in Less Than Two Years*

September 7, 2016 — BELOIT, Wis. - [PlayMonster LLC](#) (formerly Patch Products), announces its third acquisition in less than two years with the closing of *Automoblox*®, an award-winning line of high-quality, collectible toy vehicles that innovate the classic wooden toy car category. Automoblox puts kids and adults in the driver's seat with collectable build-and-mix interchangeable parts that reinvent play.



*Automoblox 2016 C9 Sportscar*

“With Automoblox, we’ll continue building on their vision to innovate the vehicle category, and empower fans to mix-and-match their way to customization,” said Bob Wann, Chief PlayMonster of PlayMonster LLC. “From cool sedans and rugged trucks, to sporty vans, sleek sports cars, and just about the coolest police car I’ve seen, we love their impressive designs, high-quality materials and creative building features. We’ve had our eye on Automoblox for some time, and are excited to add their range to PlayMonster’s growing multi-brand portfolio of innovative toys and games.”

Each *Automoblox* vehicle sports a body made of European beech wood, and includes multiple interchangeable components, including tires, rotors and calipers. It’s easy enough for kids as young as 3 to get in on the fun, and the cool, collectible, and mix-and-match designs appeal to older kids and adults as well.

*Automoblox* has received attention from the media in publications such as *Motor Trend*, *Newsweek*, *Parents Magazine* and *Car and Driver*. *Automoblox* also received the prestigious Oppenheim Platinum Toy Award for its line of emergency vehicles.

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PlayMonster plans to continue to grow the *Automoblox* brand and make it more widely available both at retail and online.

### **About PlayMonster LLC**

PlayMonster is a diversified toy and game company based in Beloit, Wisconsin, committed to delivering great play value, with a powerful portfolio that keeps play alive for of all ages from infants through adults. They design, manufacture and market quality products like the award-winning The Game of THINGS...®, 5 Second Rule®, Mirari®, Perplexus®, Stinky Pig™, Yeti in my Spaghetti®, Farkle, Chrono Bomb®, OK to Wake!®, Lauri®, Stratego®, Roominate®, My Fairy Garden™ and Wooly Willy®.

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