



## **FOR IMMEDIATE RELEASE**

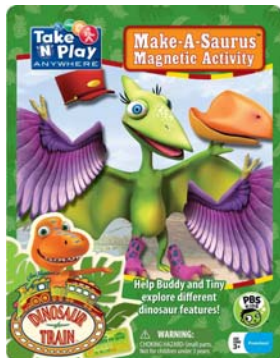
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## **All aboard! Jump on the Dinosaur Train™ with Patch Products**

*A leading game and toy manufacturer brings convenience, fun and creativity to Top-Rated PBS KIDS® preschool series with a collection of kid activities and puzzles*

BELOIT, Wis. (April 26, 2010) — Get on board the *Dinosaur Train*! It's a dream come true for young dinosaur fans. Kids will love to play with their favorite characters from *Dinosaur Train* in a fun and imaginative way with 9 new *Dinosaur Train* activities and puzzles from Patch Products. Patch's new line will feature a wide range of preschool products debuting in August.



Expanding on their *Take 'N Play Anywhere™* line, Patch is introducing three new convenient magnetic activities that feature big magnetic pieces that are easy for kids to use and hard for kids to lose! *Make-A-Saurus™ Magnetic Activity* encourages kids to help Buddy and Tiny explore different dinosaur features and they can learn why dinosaurs have these features in the included full-color guide (3 and up). *Let's Go for a Ride!™ Magnetic Playset* takes place on the *Dinosaur Train* and engages children's imaginations as they tell stories and create fun scenes with 20 magnetic play pieces on a 10 ½" x 19 ½" play board that includes 3 scene boards (3 and up). *Go Fishing™ Magnetic Activity* is a fun way for kids to help Buddy and his family catch fish (4 and up).

For kids that enjoy arts and crafts, Patch's *Train Ride™ Peel & Stick™ Jr. Foam Art Craft Kit* will make a great addition to their craft projects. *Dinosaur Train* comes alive as kids create 3D scenes by sticking colorful foam shapes on the scene boards. The extra-thick foam pieces are perfect for little hands, and the adhesive makes this craft project clean and easy (4 and up).

Patch is also launching new puzzles that feature bright and colorful scenes with everyone's favorite *Dinosaur Train* characters: *50-Piece Floor Puzzle* (3 and up), *24-Piece Puzzle* (3 and up) and a *60-Piece Puzzle* (4 and up). In addition, Patch is introducing their first-ever *Wooden Sound Puzzles*. Kids ages 1-1/2 and up will be able to choose from two different sound puzzles that have 8 pieces. The puzzles have large, chunky pieces that are easy for small hands to grasp. When each piece is put into the puzzle, kids will hear a sound from their favorite *Dinosaur Train* characters! Once all of the pieces are in place, kids will be rewarded with a familiar tune from the show!

*Dinosaur Train* is a lively animated *PBS KIDS®* series that embraces the fascination preschoolers have with both dinosaurs and trains while encouraging basic scientific thinking and skills. Each 30-minute episode includes two 11-minute animated segments with live action sequences featuring well-known paleontologist, Scott Sampson, Ph.D. Dr. Scott brings to life the show's

natural science and natural history curriculum for preschoolers as he gives specific facts about dinosaurs and compares their features to animals of today. This top rated show has enjoyed many rave reviews since its September 2009 debut and was picked by People magazine as one of “The Year’s Best New Kids’ Shows.” Kids love watching Buddy and his adoptive Pteranodon family as they take the *Dinosaur Train* on adventures. Now *Dinosaur Train* fans can play with their favorite characters with these fun activities!

For more information on Patch Products and their *Dinosaur Train* products, visit [patchproducts.com](http://patchproducts.com) or call 1-800-524-4263.

### **About Patch Products**

Patch Products, headquartered in Beloit, Wis., is a leading manufacturer and marketer of family entertainment products. Games, puzzles, activity kits, collegiate-licensed foam sports toys and classroom teaching tools are the core product lines. Top-selling brands include *Buzzword*®, *What’s Yours Like?*®, *Toss Up!*®, *Swap!*®, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. Log on to [patchproducts.com](http://patchproducts.com) for additional information.



THE JIM HENSON COMPANY

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train," "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company's Henson Alternative brand has recently announced the national tour of "Stuffed and Unstrung," a live puppet improvisational show named one of the top 10 "Best Stage Shows of 2010" by *Entertainment Weekly*.

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