

“Squishmallows are taking over.” - NY Times

Wave of Halloween Mania Predicted to Hit Market this October

*Squad up and join the spook-tacular celebration with more than 15 new
Halloween-themed Squishmallows*



Product Photography

LOS ANGELES — June 16, 2021 — Kellytoy, a subsidiary of Jazwares, LLC, today announced its all-new Halloween Squishmallows lineup with new and classic characters decked out in Halloween garb. The squad includes huggable, party-loving bats, ghosts, vampires, mummies, jack-o-lanterns, witches and other “spooky” creatures. Each year, Halloween-themed characters have proven to be the most popular seasonal squad in the perennially best-selling [Squishmallows®](#) line of plush characters. Hitting (and disappearing from) retail shelves in time for the trick-or-treating season, the eerily fun cast of characters is available in 5”, 8”, 12”, 16”, 20” and 24” sizes (depending upon the character) with suggested retail prices of \$6.99, \$12.99, \$19.99, \$29.99, \$49.99 and \$69.99, respectively.

“There’s something about our Halloween characters that fans simply can’t resist,” says Kellytoy Co-President Jonathan Kelly. “We’re excited for retailers and fans to celebrate the delightfully ‘scare-raising’ Halloween Squishmallows season with us.”

Halloween Squishmallows debuting this year are Detra, a red octopus witch with multi-colored legs, who works in a costume shop and loves helping customers find the perfect outfit. Zelina is a Day of the Dead black cat whose favorite day of the year is, unsurprisingly, Día de Los Muertos. Additionally, other classic Squishmallows characters decked out in new Halloween costumes will return. Among them are fan favorites Emily, a black bat, whose dream is to be an astronomer; mummy owl Holly who loves throwing Halloween parties; grey vampire tabby cat Tally who plans to wear two Halloween costumes this year; and Grace, a ghost with the most, including a witch hat and ‘boo’ embroidery.

With more than 1,000 unique characters, the Squishmallows appeal extends beyond children, Gen Z and college students, attracting fans and collectors of all ages and from all walks of life. The brand is so popular that it now has fans in more than 40 countries who have treated themselves to

more than 85 million Squishmallows. Kellytoy anticipates its 100 million sold milestone will be passed within the next couple months.

Squishmallows are also a social media sensation. The @squishmallows accounts have racked up more than 650,000 social media followers and more than two and a half billion views of user-generated video content posted to TikTok. In fact, influencers such as Charli D'Amelio, the world's most followed person on TikTok, has organically posted photos on her social media channels showing off her Squishmallows lineups and garnering millions of likes.

Mainstream media outlets have taken note of Squishmallows quirky appeal. *The New York Times* recently trumpeted "Squishmallows are taking over" while *Insider* maintains that Squishmallows are becoming Gen Z's Beanie Babies. *The Wall Street Journal* says Squishmallows are carrying on where Furbies left off.

It's easy to see why Squishmallows have taken the world by storm. For starters, fans adore the fact that each cleverly-named character comes with a whimsical background story that brings its colorful and unique personality to life. Plus, the cloudlike puffiness makes them irresistible for hugging, snuggling and all around reduction of stress.

Squishmallows are sold at scores of retailers across the country, including national chains and independents.

Join the #SquishmallowSquad online and follow @Squishmallows on Facebook, Instagram, Twitter, and YouTube.

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About Kellytoy

Kellytoy manufactures a portfolio of award winning everyday and seasonal plush products that includes its best-selling Squishmallows®, Kellybaby as well as a pet products line called Wags & Purrs™. Over the past three decades, Kellytoy has positioned itself to meet the needs of its customers in mass market, gift/specialty/toy retailers, party and pet stores, supermarkets, discount stores, drug stores, amusement parks and even crane machines in arcades the world over. Kellytoy also makes products in collaboration with leading classic characters, including major licenses, as well as blockbuster theatrical franchises. www.squishmallows.com

About Jazwares

Jazwares, a subsidiary of Alleghany Capital Corporation, is a global leader in consumer products including toys, plush, action figures, collectibles, musical instruments, and recently expanding into the costumes and pets category. Jazwares' portfolio includes a variety of dynamic licensed and wholly owned brands. With over 20 years of design, development, and manufacturing expertise, Jazwares is an award-winning company with a progressive focus on identifying new trends and transforming them into high-quality products for consumers of all ages.

Jazwares, which is headquartered in Sunrise, FL, has offices around the world and sells in over 100 countries. Since its inception in 1997, Jazwares continues to grow through the development of new products and the strategic acquisitions of companies like First Act™, Russ Berrie™, Zag Toys™, Wicked Cool Toys™ and Kellytoy®. For more information about Jazwares, please visit www.jazwares.com.

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"believe," "potential," "should," "continue" or the negative versions of those words or other comparable words. These forward-looking statements are based upon Jazwares' current plans or expectations and are subject to a number of