

## **SPACE RACE LLC ANNOUNCES FUNRISE AS THE GLOBAL MASTER TOY LICENSEE FOR HIT PRESCHOOL SHOW SPACE RACERS**

### ***Full Toy Line To Be Distributed Globally Beginning in 2018***

New York, NY (September 6, 2017) – Space Race, LLC, the global production company behind the popular and award winning preschool television series, *Space Racers*®, announced today that Funrise Toy Corporation, an industry leader in innovation, manufacturing, and distribution of some of the most popular children’s products, will be the global master toy licensee for the popular, animated, preschool series, *Space Racers*. A full range of preschool toys will hit shelves globally by fall 2018.

“We couldn’t be more excited to have found such a perfect partner in Funrise,” said Michael Matays, CEO of Space Race, LLC, and Executive Producer of *Space Racers*. “As *Space Racers* has gained momentum and global exposure, we have seen ever-increasing demand from kids who want to play and go on adventures with the *Space Racers*. Our partnership with Funrise is a natural next step for the development of this brand.”

“*Space Racers* is a powerful emerging brand in space, STEM education, and children's play, and we couldn't be happier adding them to our portfolio," said King Cheng, CEO of Funrise. “Every young child is a scientist and these toys will help children to enjoy space play with the Stardust Space Academy Cadets.”

The *Space Racers* brand has grown monumentally from 2015, the launch year of the first season on public television and on Netflix, to the current second season, which debuted in November 2016 on NBC Universal's Sprout network and is still gaining momentum today. Since its Sprout premiere, *Space Racers* has consistently been one of the top shows for children ages 2-11 on the network. Airing in over 130 countries across the globe and available in 25 different languages, its STEM rich content is internationally recognized and applauded by parents and educators alike.

#### About Space Racers®

*Space Racers* follows Eagle, Robyn, Hawk, Starling, Raven and their fellow cadets as they explore the solar system and the universe. Headmaster Crane, Professor Coot and other faculty members of the Stardust Bay Space Academy guide the cadets on missions that cover heliophysics, earth science, planetary science and astrophysics among many science disciplines explained at a preschool level. The stunning CGI animation plus authentic sounds and images from outer space provided by NASA bring the richness of space and diversity of planetary landscapes, as well as the characters, vividly to life for young minds. Season Two, which debuted on NBC Universal's Sprout in November 2016, focuses on some important emotional issues including bullying and growing up with physical challenges, by introducing new Stardust Space Academy cadets like brash transfer student Kite, and young Merlin, a rocket born with one short wing. *Space Racers* Season One is currently available on Netflix and the characters are available via the Space Racers App for iTunes or Google Play (Android).

#### About Space Race, LLC

Space Race, LLC, based in New York, is the global production company behind *Space Racers* and specializes in children’s programming and educational entertainment. *Space Racers* currently airs in over 130 countries across the globe and is available in more than 25 languages.

Honors include numerous awards including the American Public Television Programming Excellence Award, Parents Choice Awards and a Cynopsis !magination Award. To learn more about Space Racers, visit <http://spaceracers.com>

#### About Funrise

Founded in 1987, Funrise is an adventurous innovator and an industry leader in the manufacturing and distribution of the most popular children's toys. Simply put...we create fun! Funrise is the manufacturer of leading power brands such as TONKA®, Gazillion Bubbles®, Luna Petunia™, Positively Perfect™, Sing-a-ma-Lings and Shelcore's line of pre-school toys, making their product offerings diverse and full of fun for kids of all ages! Funrise is a wholly owned subsidiary of Matrix Holdings Limited. Funrise U.S. headquarters are located in Van Nuys, CA, with an office in Hong Kong, and additional showrooms in Minneapolis, Bentonville, United Kingdom and Australia.

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