



FOR IMMEDIATE RELEASE

**WINONA CAPITAL MANAGEMENT ANNOUNCES
SALE OF FAT BRAIN HOLDINGS, LLC TO TOMY INTERNATIONAL, INC.**

October 16, 2020 (CHICAGO, IL & ELKHORN, NE) – Winona Capital Management LLC (“WCM”) is pleased to announce the sale of Fat Brain Holdings, LLC (“Fat Brain Toys”) to TOMY International, Inc. (“TOMY”), a leading global designer, producer and marketer of innovative, high-quality toys sold to children and adults.

After a successful partnership with WCM, the acquisition will position Fat Brain Toys for its next stage of development and growth. Laird Koldyke, Managing Director at WCM, said, “Fat Brain is a terrific brand with a bright future under the leadership of Mark and Karen Carson and new ownership under TOMY. We are proud of the company and its great reputation.”

Mark Carson, President of Fat Brain Toys, commented, “On this journey to become the nation’s most trusted toy brand, we’re grateful for the guidance provided by Winona Capital over these past five years and look forward to exciting growth ahead with TOMY.”

About Winona Capital Management

Winona Capital Management provides acquisition and growth capital to consumer and retail brands in the lower middle market. WCM partners with high energy, passionate executives who have a shared focus on sustained growth over longer-term investment horizons. WCM, headquartered in Chicago, manages more than \$300 million exclusively on behalf of investors. For more information, please visit www.winonacapital.com or contact WCM at 312-334-8800.

About Fat Brain Toys

Fat Brain Toys is one of the nation's most trusted toy brands. Unlike mainstream alternatives, Fat Brain Toys designs and curates quality toys, games, and gifts that enable children of all ages and abilities to learn through pure, authentic play. Fat Brain Toys' products are available at leading retailers around the world, including their own website, www.fatbraintoy.com.

About TOMY International

TOMY International (www.tomy.com) is a leading global designer, producer and marketer of a broad range of innovative, high-quality toys sold to preschoolers, youths and adults under the TOMY® and Ertl® brands as well as products for parents, infants and toddlers marketed under the The First Years®, JJ Cole® Collections and Boon® brands. TOMY International also markets its products under popular licensed properties such as John Deere, Ricky Zoom, Nintendo, Lamaze, Disney Baby properties including Mickey and Minnie Mouse, Princesses, Cars, Fairies and Toy Story, and other well-known licenses. TOMY International's mission is to Make the World Smile. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North and South America, Europe and Australia. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd. (Tokyo Stock Exchange Code No. 7867). © TOMY.