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HaPe Acquires Odyssey Toys

February 15, 2008 (Sherwood Park, AB, Canada) --- HaPe International, Inc. has acquired Connecticut-based Odyssey Toys. The purchase of the collectible line of bendable play figures, wooden vehicles and accessories is effective February 15, 2008.

"We are glad to add Odyssey Toys to our collection of HaPe brands," states Maggie Qiu, General Manager of HaPe North America. "We value their brand and presence in the gift and museum markets and plan to expand distribution to our toy retailers," she adds.

The acquisition of Odyssey Toys by HaPe is what Andrew Klein, founder of Odyssey Toys, was hoping to achieve when he sought a global distribution partner several months ago. "I was looking for a company with a strong international presence and distribution capabilities. I found this in HaPe," he says.

Klein will act as the sales manager for the Odyssey Toys line in the North American market. He will also be responsible for product development of the brand.

Odyssey Toys originated in 2002 offering bendable and poseable four-inch figures in a variety of themes including Pirate Legends, Hometown Heroes, Space Explorers, Animal Adventures, American Legends, and Presidents and Patriots. The company has won numerous awards from prestigious toy testing organizations including Family Fun and the Oppenheim Toy Portfolio.

Company Background

HaPe brands are sold through its network of specialty retail and school supply stores and catalogs in over 40 countries. HaPe brands have won numerous awards from prestigious independent toy testing groups for toy design, quality and safety.

More information may be found at: www.hapetoys.com

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