



FOR IMMEDIATE RELEASE

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Wonder Forge, Inc.™ Becomes Toy Industry's Top Dollar Growth Company In Preschool and Children's Games Combined Categories According to Newly Released NPD Data
Seattle Company Ranked #2 in Preschool and Children's Games Combined Categories, Grew 52% Year-Over-Year

Seattle, WA (October TBD, 2014)—Seattle-based game maker [Wonder Forge](#), Inc.™ announced today that it is the Toy Industry's top dollar growth manufacturer in the Preschool and Children's Games categories combined¹, according to new data released by The NPD Group. Wonder Forge—a relatively young private company in a field of longtime industry behemoths—was ranked the second largest company in these combined categories based on retail sales for the time period of September, 2013 – August, 2014². Sales during this timespan are up by 52% year-over-year³.

“Our historical data shows a growth trend for the company, which was ranked #7 in 2012⁴, #5 in 2013⁵, and now #2 for 2014², based on the year-over-year comparison of September through August data,” said Juli Lennett, President U.S. Toys for The NPD Group. “We are seeing growth in Children's games where Wonder Forge is up 60% year over year making them the top dollar growth company in the category.⁶”

Since the company's inception in 2007, Wonder Forge has specialized in thoughtfully created innovative game play, leveraging licenses in a high quality way to bring to life beloved characters and stories. Today the company publishes more than 90 games and puzzles, created in collaboration with the [industry's top names in children's entertainment](#).

“Wonder Forge consistently makes child-friendly games that parents also enjoy playing,” said Stephanie Oppenheim, co-founder of [toyportfolio.com](#). “While many licensed products are just rehashed old games with a new “hot” label, Wonder Forge goes further and creates a game that conveys the theme of the license. For example, this year's [Disney Planes Sky Race Action Game](#) takes the movie's enthusiasm for planes and travel and encourages kids to fly their planes to the destination. The fact that our kid and adult testers were up and active (and having a great time) speaks volumes about getting it right when creating exciting new games for kids.”

About Wonder Forge, Inc.™

In 2007 a small group of creative folks with a passion for children's entertainment came together to develop extraordinarily fun, original, quality play experiences. Wonder Forge preschool titles celebrate the “can do” in all kids, engaging them physically, socially, and creatively. Our family games bridge generation gaps and build lasting family bonds. We are proud to offer over 90 games and puzzles, created in partnership with some of the industry's top licenses, and honored with over 174 prestigious awards for product excellence.

To learn more, visit www.wonderforge.com or find us on Facebook (facebook.com/WonderForge), Twitter ([WonderForge](https://twitter.com/WonderForge)), and Pinterest (pinterest.com/wonderforge/).

For more information on our company and games, please visit www.wonderforge.com

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^{1, 2, 3} Source: The NPD Group / Retail Tracking Service / U.S. Toys / 'Children's Games' and 'Preschool Games' combined subclasses / September 2013 to August 2014/ Dollar Volume

⁴ Source: The NPD Group / Retail Tracking Service / U.S. Toys / 'Children's Games' and 'Preschool Games' combined subclasses / September 2011 to August 2012/ Dollar Volume

⁵ Source: The NPD Group / Retail Tracking Service / U.S. Toys / 'Children's Games' and 'Preschool Games' combined subclasses / September 2012 to August 2013/ Dollar Volume

⁶ Source: The NPD Group / Retail Tracking Service / U.S. Toys / 'Children's Games' subclass / September 2013 to August 2014/ Dollar Volume

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