

## THE MADAME ALEXANDER DOLL COMPANY EXTENDS ON ITS ICONIC DOLL LEGACY BY EXPANDING ITS BABY, PLAY AND COLLECTION DOLL CATEGORIES IN 2015

*Madame Alexander, the World-Renowned Doll Company, Refreshes Branding, Extends Product Lines and Adds Licensing Partnerships for 2015*

**Embargo February 2, 2015 (New York, NY)** – Today, the Madame Alexander Doll Company introduced refreshed branding for its Baby, Play and Collection assortments of dolls and related accessories. The branding will tie together Madame Alexander's extensive offerings across multiple doll categories of newborn baby dolls through cherished collectibles. Additionally, the Company announced a series of iconic licensed partnerships with broad consumer awareness and retail distribution. These new licenses will support exciting new doll collections that will engage and delight girls across the ages and stages with relevant play patterns important to girls' lifestyles today.

Madame Alexander's refreshed branding and merchandising programs will emphasize the Company's iconic history as the premier keepsake doll brand for consumers of all ages. The new branding closely links the renowned heritage with the current assortment of baby and play dolls.

When Beatrice Alexander founded the Madame Alexander Doll Company at her kitchen table in 1923, she believed dolls should always engage a child's imagination, should always be beautiful, and most importantly, always be played with. Today, the Company's promise continues to uphold the tradition of quality, design and craftsmanship. The Company creates beautiful dolls to love, play and grow up with. As Madame herself was fond of saying, "love is in the details"<sup>™</sup> and "dolls are made to be played with and loved."

Within **Madame Alexander Baby**, new dolls will include fun, interactive, sensory and lullaby baby dolls, as well as an assortment celebrating the 150<sup>th</sup> anniversary of the classic story ***Alice in Wonderland*** by Lewis Carroll. For the young preschooler and toddler, new dolls and accessories will encourage nurturing play with the introduction of baby doll care kits, totes and strollers. A new interactive ***Babblebaby***<sup>™</sup> doll will also be introduced within the already award-winning Newborn Nursery<sup>™</sup> line of life-like baby dolls.

The **Madame Alexander Play** assortment is offering young girls expanded collections of play dolls and accessories including co-branded dolls combining the expertise of Madame Alexander with the iconic creative brand, **Crayola**. With Crayola, Madame Alexander will offer new doll and accessory collections that allow girls to decorate and customize doll clothing and accessories. The first in this series of new collections will be introduced at the *New York Toy Fair* in February 2015. "At Crayola, we are all about providing kids creative experiences through play," said Warren Schorr, Vice President of Licensing at Crayola. "We are thrilled to partner with Madame Alexander and provide children the opportunity to explore self expression through color."

Also within Madame Alexander's Play assortment for 2015 will be an exciting new offering co-branded with **NASCAR** and **superstar racecar driver Danica Patrick**. Madame Alexander is excited to partner with NASCAR Team Properties, bringing a doll line to girls and families that will combine their enthusiasm for doll play and racing. The award-winning ***Travel Friends***<sup>™</sup> series of dolls will also be further expanded, along with a new collection of ***Princesses*** and ***I Dream***<sup>™</sup> dolls featuring aspirational, girl empowerment characters.

**The Collection** dolls continue to honor all that is timeless Madame Alexander; offering beautifully designed keepsake dolls that celebrate the classics and the latest in pop culture, fashion and design trends. Madame Alexander will launch a new line of **DC Comics** Super Heroes and Super-Villains – including **Wonder Woman**, **Catwoman**, and more – both within **The Collection** and **Play** lines. Plus, a new historically inspired series of **Cissy™** dolls will be highlighted in The Collection, along with new fan favorite treasured keepsakes from **Alice in Wonderland**, **The Wizard of Oz™**, **Gone with the Wind™**, and **Disney®**, including **Frozen™** and **The Muppets™**.

For 2015 and beyond, consumers and retail partners will see a revitalized **Madame Alexander** company that is becoming even more relevant for today's moms, girls, devoted fans and gift givers of all generations with its **Baby**, **Play** and **The Collection** lines. Madame Alexander will also begin to phase in its refreshed branding and merchandising with new logos and packaging, incorporating new colors and patterns across its website, social media platforms, and product assortments.

#### **About Madame Alexander Doll Company, LLC**

The Madame Alexander Doll Company encourages girls of all ages to enjoy a lifetime of doll fun, play, gifting, and collecting with products that include Madame Alexander Baby, Play and The Collection dolls that are beautifully designed and age-appropriate products of quality and craftsmanship.

Madame Alexander has licensing collaborations with Crayola®, NASCAR®, Disney®, Disney Frozen™, Disney Muppets™, Disney Princess™, Fancy Nancy®, Pinkalicious®, and Angelina Ballerina®.

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The Company is an affiliate of Kahn Lucas Lancaster, Inc. Madame Alexander dolls and related accessories are available in all tiers of retail distribution in the U.S. and select markets internationally, as well as directly online. To learn more, visit: [www.madamealexander.com](http://www.madamealexander.com).

#### **For more information or to request high-resolution images please contact:**

Alyssa Paugh  
Publicist, Sarah Hall Productions, Inc.  
[alyssa@shpny.com](mailto:alyssa@shpny.com); 212.529.1598 (o), 570.204.9441 (m)

Judy Herbst  
Senior Director Marketing, Madame Alexander  
[jherbst@madamealexander.com](mailto:jherbst@madamealexander.com); 212.244.4500 (o), 347.604.0744 (m)

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