

FOR IMMEDIATE RELEASE

**THE MADAME ALEXANDER DOLL COMPANY, LLC AND CRAYOLA
ENTER LICENSING AGREEMENT BEGINNING IN 2015**

Madame Alexander, the World-Renowned Doll Design and Manufacturing Company Will Join Forces in 2015 With Crayola, the Leader in Children's Creative Expression Products.

February 2015 (New York, NY) – This new line of co-branded dolls will combine the expertise of Madame Alexander doll making with the quintessential, iconic, creative brand, Crayola. Madame Alexander will design and develop new doll collections that allow girls to craft and draw on age appropriate dolls and doll accessories. The products will be designed to appeal to the varying and unique interests of toddlers, preschoolers and young girls.

With the DIY category continuing to grow, Madame Alexander and Crayola are giving young girls and their families the opportunity to enjoy two of the most trusted American brand names, while utilizing their own artistic imagination and freedom.

"At Crayola we are all about providing kids creative experiences through play," said Warren Schorr, Crayola's Vice President of Licensing. "We are thrilled to partner with Madame Alexander and provide children the opportunity to explore self expression through color."

The first in a series of new collections will be introduced in 2015. The product will be distributed through Madame Alexander's extensive distribution channels across all retail tiers, and on MadameAlexander.com.

The entire Madame Alexander Doll Company 2015 collection can be seen at New York Toy Fair, February 14-17, 2015 at the Javits Center in NYC, Booth 2451.



About Crayola

Crayola LLC, based in Easton, Pennsylvania, and a subsidiary of Hallmark Cards Inc., is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit www.crayola.com, or join the community at www.facebook.com/crayola.

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 Play, Baby, Fashion, and Collection dolls that are beautifully designed and age-appropriate products of quality and craftsmanship.

Madame Alexander has many licensing collaborations including Wizard of Oz®, Fancy Nancy®, Pinkalicious®, Angelina Ballerina®, and other partnerships, and 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.

For more information or to request hi-res images, please contact:

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