

THE MADAME ALEXANDER DOLL COMPANY, LLC, NASCAR and NASCAR SUPERSTAR DANICA PATRICK ENTER LICENSING AGREEMENT BEGINNING IN 2015

Madame Alexander, the World-Renowned Doll Design and Manufacturing Company Will Join Forces in 2015 With NASCAR and NASCAR Superstar Danica Patrick

December 3, 2014 (New York, NY) – Creating a new line of co-branded dolls designed for the NASCAR fanbase of families and young girls, Madame Alexander will design and develop new doll collections with both NASCAR and NASCAR Superstar Danica Patrick.

Research from a 2013 Fan Engagement study commissioned by NASCAR and conducted by Experian Marketing Services (Simmons National Consumer Kids Survey, Fall Full Year 2013) shows that one out of three girls ages 6-11 are NASCAR fans. Four out of five girls ages 6-11 who are NASCAR fans own dolls. Of those, two-thirds own clothes for their dolls and two-thirds own other doll accessories.

“NASCAR girl fans love dolls. Designing NASCAR themed dolls for girls to play with is a fun and engaging way for young girls to become even more fascinated with the sport that empowers a new generation of women. Partnering with Danica Patrick is exciting for us, she is one of the most successful and well-known women in the history of racing.” Gale Jarvis, President, Madame Alexander Doll Company

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

About NASCAR The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, one local grassroots series, three international series and GRAND-AM Road Racing and the American Le Mans Series presented by Tequila Patrón, both known for competition on road courses. Based in Daytona Beach, Fla., with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe. For more information, visit www.nascar.com and follow NASCAR at www.facebook.com/NASCAR and Twitter: @NASCAR.

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. To learn more, visit www.madamealexander.com.

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

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