



**FOR ITS SIGNIFICANCE IN AUTOMOTIVE HISTORY, THE LITTLE TIKES COZY COUPE
IS BEING INDUCTED INTO THE COLLECTION OF ONE OF AMERICA'S
TOP 10 AUTO MUSEUMS**

***Cleveland's Crawford Auto-Aviation Museum celebrates the 30th anniversary of the
Cozy Coupe***

HUDSON, OH – (June 2, 2009) – In the Northeastern Ohio town of Hudson, a Little Tikes® Cozy Coupe® is manufactured every minute of every day, 50 weeks a year. In 2008, Cozy Coupe® outsold every other car in America, topping the Toyota Camry and the Honda Accord with over 457,000 units sold and in the 1990s it outsold the Honda Accord and the Ford Taurus. Having sold over 10 million units in its 30 year history and with worldwide distribution, it is one of the most widely recognized children's toys and one of the most popular cars of all time. Based on sales figures the Cozy Coupe® would land in the top 20 best-selling models of all time, ahead of the BMW 3 Series. **It is for these reasons and more that on June 6 at 10 a.m. the Little Tikes® Cozy Coupe® is being inducted during its 30th anniversary year into Cleveland's Crawford Auto-Aviation Museum, a Collection of Western Reserve Historical Society.**

The Crawford Auto-Aviation Museum is a prestigious institution that is one of the top 10 automobile museums in the country, according to Car Collector Magazine. It houses historically and technically important automobiles, aircraft, bicycles, motorcycles, spacecraft and related accessories that illustrate the development of transportation and its connection to the culture and history of Northeast Ohio. The Crawford Museum will house one of the first Cozy Coupes to come off the production line in 1979 as well a 30th Anniversary edition Cozy Coupe®.

Little Tikes' Cozy Coupe® began production in Macedonia, Ohio before moving approximately 12 miles to its present location in Hudson, Ohio in 1985. Because of Cozy Coupe's Macedonia history, the June 6th induction ceremony and unveiling of the museum's Cozy Coupe® exhibit will take place at the auto museum's Macedonia Preservation Facility, which is being opened to the public for the first time on that day and for one Saturday each month through September. Later, the Cozy Coupe® will move to the main museum in Cleveland. On the induction day, the public will see dozens of antique autos in various stages of restoration at the Macedonia facility, and 12 popular cars from the main museum's prize collection. After the induction ceremony, the public can enjoy a hands-on experience with antique car rides and Cozy Coupe® rides for their children.

"As a father and a grandfather, I have long been acquainted with the Cozy Coupe in my own family. When I learned it was the vehicle's 30th anniversary and that it was the best-selling car of 2008 and in the 1990s, I knew I had to have it in our collection of historically significant vehicles," said Allan Unrein, director Crawford Auto-Aviation Museum. "Since the Cozy Coupe was first produced in Macedonia, it was the perfect location to induct the Cozy Coupe as we open our Preservation facility there for the first time to the public. It's a great outing for the entire family."

A special guest at the ceremony will be Jim Mariol, who designed the original Cozy Coupe® for Little Tikes®. Mariol was a former member of the design team at Chrysler.

"We were honored when we learned the Crawford Auto Museum wanted to induct the Little Tikes Cozy Coupe into its collection," said Tom Richmond, general manager of Little Tikes. "Not only does the Cozy Coupe hold such a unique position in automotive history outselling real cars, but it's been a part of the Cleveland-Akron community since its inception and we are so pleased to be able to call this beautiful and friendly region home to the Little Tikes Cozy Coupe."

**LITTLE TIKES COZY COUPE AUTO MUSEUM INDUCTION
PAGE 2**

The Crawford Auto-Aviation Museum will induct the Little Tikes® Cozy Coupe® into its collection on Saturday, June 6, 2009 at 10 a.m. at their Macedonia Preservation facility, located at 7950 Empire Parkway, Macedonia, OH. The event is open to the public; there is a \$5 admission fee for non-members, which includes the ceremony, tour and antique car rides. The museum will be open from 10 a.m. – 2 p.m.

About Little Tikes

The Little Tikes Company, founded in 1970, is a Hudson, Ohio-based multi-national manufacturer and marketer of durable, high-quality and engaging children's products. Since becoming a part of the MGA Entertainment family in November 2006, Little Tikes® has been taken to new heights through exciting product innovation and strategic marketing. Get ready for big things from Little Tikes®, one of the industry's most trusted brands. For more information, please visit www.littletikes.com.