





Brand Overview

- Air Storm is the #2 foam blaster brand in the US
- Proven year-round sales in major US and international retailers
- Product line caters to multiple age ranges
- Supported by 9 different TVCs for both boys and girls brands
- Long-term rollout strategy allows for maximum profitability for 4+ years
- More SKUs in development





- Perfect beginner bow for indoor archery practice for ages 5+
- Shoots suction cup arrows over 30 feet that stick to almost any flat surface
- Patented Loop 'n' Launch technology
- Package includes 1 Zano Bow, 2 Zartz Arrows and 1 wall target













POP ROCKETZ.

- Squeeze-powered launcher sends soft foam rocketz flying over 50 feet high
- Easy to use for ages 5+
- Over 8 million pieces sold
- Package includes launcher and 3 rockets

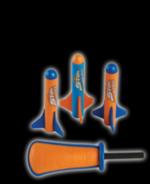


- Launch foam rocketz over 250 feet
- Whistles in rockets scream as they fly
- Package includes 1 Rip Zip launcher and 1, 2
 or 3 Rockets











- Launches foam balls over 45 feet
- Separate bungees prevent the launch of foreign objects
- Package includes Zing Shot launcher and 3 BlazeX balls













- 2nd Best-selling product in category
- Launches foam arrows over 100 feet
- Package includes 1 Z-Bow, 1 Zartz arrow and 1 Zonic Whistle Arrow







ALSO AVAILABLE IN







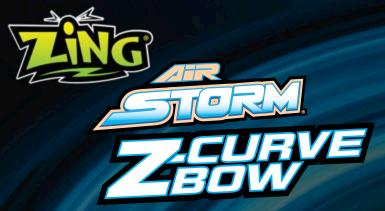


- Shoot crossbow suction cup arrows over 55 feet
- Power-Shot extension feature allows for longer-distance shots
- Features mounted ammo clips
- Package includes Z-Tek Crossbow and 3 Zartz suction cup arrows

乙-X語衆

- Launch foam Zartz arrows over 45 feet
- Crossbow arms have Power-Swing technology and expand when loaded
- Package includes ZX-Crossbow and 3 Zartz suction cup arrows





- The original Zing bow shoots arrows over 125 feet
- Fire suction cup arrows or long range whistle screaming arrows
- Package includes 1 Z-Curve Bow, 1 Zartz Arrow and 2 Zonic Whistle arrows





- Refill arrow packs are compatible with Z-Tek Bow, FireTek Bow, Z-Bow and Z-Curve Bow
- Package includes 1 Zartz Arrow and 2 Zonic Whistle arrows







- Best-selling SKU
- *#1 Foam Blaster on Amazon in 2014*
- Launches foam arrows over 125 feet
- Ammo clips on bow for quick reloading
- Package includes 1 Z-Tek Bow, 1 Zartz arrow and 2 Zonic Whistle Arrows (assorted colors green and orange)



DOUBLE SHOTZ

- Squeeze-powered air guns shoot suction cup-tipped darts over 30 feet – and stick!
- Play solo or with a friend
- Package includes 2 Double Shotz blasters, 8 darts and 6 target cans









- The perfect indoor bow that you can play with in the dark
- Fire Glow LED arrows fly over 35 feet – and stick to almost any flat surface
- Package includes 1 Zeon Bow and three Zartz Blaze Arrows
- Assorted colors green and orange (batteries included)

















- Light up the night with the FireTek Rocketz
- Soft-foam LED rocketz fly over 250 feet
- Package includes 1 Rip Zip Launcher and two Rocketz
- Batteries included





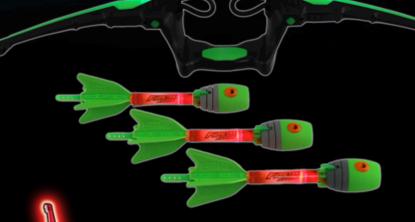




- LED lights in bow and arrows allow for day and night play
- Shoots LED arrows over 145 feet
- Package includes 1 FireTek Bow and three Zonic Blaze Arrows (assorted colors green and red)
- Over 550k pieces sold in Q4 2014 in Walmart US alone
 - At the height of the X-Mas season Walmart was selling over 90k pieces per week!







ALSO AVAILABLE IN







PLANOGRAM PHOTOS

Walmart > <.













TVC Links

www.youtube.com/watch?v=BJvfMGWq3Z0 FireTek Bow: https:// FireTek Rocketz: https://www.youtube.com/watch?v=__[fpZU5Q-lo FireTek Zeon Bow: https://www.youtube.com/watch?v=xI52Nbz0CIE Air Huntress Zeon Bow: https://www.youtube.com/watch?v=t2SNpfk1IVU Air Huntress FireTek Bow: <u>https://www.youtube.com/watch?v=zZrNPxiQI7Y</u> Air Storm Z-Curve Bow: <u>https://www.youtube.com/watch?v=VcpKQC1IXS0</u> Air Storm Sky Ripperz: <u>https://www.youtube.com/watch?v=8B04cN4pYZc</u> Air Storm Zano Bow: https://www.youtube.com/watch?v=EAZe5pUSymw Air Storm Z-Tek Bow: https://www.youtube.com/watch?v=CRfYGMHU01s