



Kiz Toys, Inc.  
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www.kiztoys.com

**Management:**

Chris Moreau, Chairman & CEO  
Ashley Johnson, President & COO  
Larry A. Bolterstein, Chief Financial Officer  
Benjamin Armour, VP, Strategic Partnerships  
Bryant Hinson, VP, Corporate Development  
Murli Iyer, VP, Corporate Development  
Drew Allen, VP, Public Relations

**Board of Directors & Advisors:**

Chris Moreau, Director  
Ashley Johnson, Director  
Sam Hunter, Director  
Kevin Broyles, Director  
Phil Niekro, Advisor  
Warren Johnson, Advisor  
Ray Johnson, Advisor  
Gary Dunwoody, Advisor  
Kevin Ream, Advisor  
Benn Konsynski, Advisor

**Exit Strategy:**

IPO

**Industry:**

Consumer Goods > Toys

**Incorporation:**

C-Corp (GA,2007)  
Federal ID# 26-1380515

**Number of Employees:** 25

**Bank:**

SunTrust, Atlanta, Georgia

**Law Firms:**

Troutman Sanders – I.P.  
Maynard, Schmitt & Associates

**Financing Sought:**

\$3M USD

**Use of Funds:**

Roll-Out Marketing &  
International Expansion

**Current Invstors:**

\$1.25M - MoJo VC, LLC (Founders)  
\$1M – Individual Investors

**Business Description:**

Kiz Toys is a revolutionary toy company focused on the interaction and safe integration between virtual environments and traditional toys (i.e. cars, dolls, etc).

**Business Strategy:**

Our strategy is Innovation. Build a brand of trust for parents. Parents allow children to access internet. Children access virtual world. Virtual world grows into a protected on-line community. Create additional products and services to enhance community. Revenue is comprised of retail sales (multi-units/child), product line sponsorships (5-Year), online gaming & parental supervision services (subscription), virtual world purchases (transactional).

**Products/Services:**

Products combine toys with our proprietary KizSafe™ Technology to allow a child to anonymously interact with virtual worlds via the internet, become educated on various topics related to the toy and product storylines via online gaming, and customize their individual toy and increase its open market value.

**Technologies/Special Know-how:**

International Patent Pending for an Anonymous Online Commodity Device (Business Method & Technology). Product Line Trademarks.

**Target Markets:**

~792M children globally ages 6-12 with access to a computer and internet. Initial launch in USA, followed by North America and Asia.

**Distribution Channels:**

Direct Sales Force and/or agents for Big Box Retailers, Online Retailers and Mass Merchandisers. Channel Partners for Specialty Retailers and retired Products.

**Competition:**

Mattel, Hasbro and Jakks Pacific hold 41% of the global toy market with independents supporting the remaining 59%. Current players rely heavily on licensing and spend less than 1% a year in product R&D.

**Outlook:**

~\$67B USD year global industry growing at ~3-10% year. Milestones – Prototype Completion (10/08), Virtual Reality Component (10/08), Spring'09 Sales Pitch (10/08), Spring'09 Orders Finalized (12/08), Holiday'09 Pitch (04/09), Holiday'09 Orders Finalized (06/09)