

LeapFrog and Character Options hailed on glory night for toy industry

Toy Fair, Saturday January 29th

Just five years after debuting in the UK market, LeapFrog has been hailed as the Company of the Year by the Toy Retailers Association – whilst Character Options' ground-breaking Robosapien ran away with Toy of the Year title.

The big wins came at last night's Toy of the Year Awards held in London, with an impressive double of Game of the Year and Plush Toy of the Year being won by Hasbro, and impressive successes for Grossman, Bandai, TP Activity Toys, Zapf Creation, Mattel, V-Tech, Tomy, Vivid and Treasure Trove.

2005 WINNERS

Company of the Year	LeapFrog
Game of the Year	Trivial Pursuit 20 th Edition (Hasbro)
Craze of the Year	Cosmolight Alien Eggs (Grossman)
Retro Toys of the Year	Tamagotchi Connexion (Bandai)
Outdoor Toy of the Year	Trampolines (TP Activity Toys)
Feature Doll of the Year	Baby Annabell (Zapf Creation)
Pocket Money Toy of the Year	Hot Wheels Basic Car Assortment (Mattel)
Electronic Learning Toy of the Year	V-Smile (V-Tech)
Plush Toy of the Year	Furreal Luv Cubs (Hasbro)
Pre-School toy of the Year	Aquadraw (Tomy)
Girls Toy of the Year	Bratz Funk Out Party (Vivid Imagination)
Toy of the Year	Robosapien (Character Options)
Construction Toy of the Year	Geomag 42 piece set (Treasure Trove)

“ These awards recognise the achievement and excellence of suppliers,” said Toy Retailers Association chairman Ben Green. “Many factors, not least the impact that a product has on the toy industry as a whole, are considered when choosing winners.”

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NPD is the foremost supplier of research information to the Toy Industry