



Deloitte Restructuring Inc.
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Canada

NOTICE TO CUSTOMERS

Fax: 416-601-6690
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May 9, 2019

VIA EMAIL

c/o Best Made Toys
120 St. Regis Crescent North
North York, ON, M3J 1Z3

Re: Notice to Customers of Best Made Toys International, ULC and its affiliates listed in Appendix "A" attached hereto ("BMT" or the "Debtors")

By Order of the Superior Court of Justice (Commercial List) of Ontario (the "**Court**") dated April 25, 2019 (the "**Appointment Order**"), Deloitte Restructuring Inc. ("**Deloitte**") was appointed as Receiver (the "**Receiver**") of all of the assets, undertaking and properties of BMT acquired for, or used in relation to a business carried on by the Debtors. A copy of the Appointment Order is enclosed with this email and has been posted on the Receiver's Case Website at: www.insolvencies.deloitte.ca/en-ca/bmt.

We refer to our previous notices to customers dated April 26, 2019 and May 3, 2019, respectively.

Exclusive Agreement with Kellytoy Worldwide, Inc.

The Receiver is pleased to announce it has reached an exclusive agreement with Kellytoy Worldwide, Inc. ("Kellytoy") to facilitate the completion of BMT's current open orders and licence BMT's intellectual property and designs. No other plush supplier who may be purporting to act for and on behalf of BMT or the Receiver is authorized to deal with the current open orders.

Introducing Kellytoy Worldwide, Inc.

Kellytoy Worldwide, Inc. is one of the largest toy companies in the United States and is the creator and owner of the popular Squishmallow brand. Kellytoy is a global distributor that provides product to most of the major Mass Merchandisers, Supermarkets, Amusement Companies and Pharmacies in the US, Canada, Europe and Latin America. It is a family owned business founded in 1985 with offices in Los Angeles, New York, Hong Kong and Qingdao.

A representative of Kellytoy will be in contact with you in the coming week to facilitate the transition of your order and to confirm your order specifications, shipping windows and delivery requirements.

Yours very truly,

DELOITTE RESTRUCTURING INC.

solely in its capacity as
Court-Appointed Receiver of
Best Made Toys International, ULC and
its affiliates listed in Appendix "A" hereto
and not in its personal capacity
Per:



Andrew Whittingham
Vice President
Deloitte Restructuring Inc.

Appendix "A"

Best Made Toys LLC

Best Made Toys Global Enterprises Limited

Best Made Toys International, ULC

Best Made Toys Holding LLC