



FOR IMMEDIATE RELEASE

TCG Toys launches new puzzle collection with artwork by American artist Heronim

November 24, 2015 – TORONTO, ON – TCG Toys announces the Heronim Collection with artwork from the award-winning American artist.

Heronim's art is a favorite of puzzlers everywhere and has been portrayed in one of the most successful puzzle collections of the past 20 years. Each masterfully rendered painting is full of unique and playful details that are both nostalgic and delightful, including a little black cat in each of his Americana images.

"We are thrilled to be able to work with Heronim, one of the most iconic American painters living, to bring forth a puzzle collection that enthusiasts the world over know and adore" says Michael Albert, President & CEO of TCG Toys. "This remarkable addition to our portfolio positions Sure-Lox® as the best-in-class brand of puzzles available today."

The new puzzle collection will be available in 300-piece, 500-piece, 1000-piece, and Deluxe Multi-Pack collections, and is expected to be available at top US and Canadian retailers in Spring 2016.

About Heronim:

Heronim has been prominent on the American art scene for many years. Born in Detroit, he later moved to Los Angeles where he graduated from Art Center College of Design.

A dichotomy exists in Heronim's works as expressed by his ability to paint impressionism along with his fascination for nostalgia. He describes his Americana paintings as nostalgia: a time before computers, hi-tech movies and fax machines, when traveling by horse and buggy were the mode of transportation. He finds a lighthouse, an old hotel, a railroad station, and then the historical research begins. He delves into archives, haunts old book stores, or talks to old-timers who remember "the way things were", and the painting begins to evolve. The finished portrayal is history, nostalgia, and fantasy.

Heronim's work has been exhibited in the Detroit Institute of Arts, the Museum of Science and Industry in Los Angeles, and the San Francisco de Young Museum, with prints sold in every major country in the world.

For more info on Heronim visit <http://www.tcgtoys.com/heronim.html>

About TCG Toys:

TCG is a privately held toy company based in Toronto, Canada with distribution in over 40 countries. It began in 1998 with a focus on outstanding puzzles and games with the well-known SURE-LOX® brand. As a manufacturer, TCG continues to offer a variety of products for the whole family most recently introducing the MEGA MAT™ line of licensed play mats. Working with top-tier licenses, TCG has re-introduced beloved brands such as **Fisher-Price, Hot Wheels, Thomas & Friends** and **Peppa Pig** back to the market with innovative game play. Valued for its premium materials and advanced processes, TCG takes great pride in the quality and affordability of the products it creates and distributes.

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