



Step2 Discovery Announces First Line of Hero Products Under New Holding Name at 2017 International Toy Fair

Step2 Discovery Launches Luxury Push Car and Wooden Play Kitchen

NUREMBERG, Germany - February 1, 2017 - The Step2 Company, LLC. and Backyard Discovery will launch their first collection of hero products under the new holding name Step2 Discovery, LLC. The McLaren 570S Push Sports Car, Uptown Urban Wood Kitchen and Euro Edge Kitchen are the pilot products for this new line of hero products.

Step2 was acquired by Aterian Investment Partners in October 2016 and Backyard Discovery was acquired by Aterian in August 2015. Together, under the new name Step2 Discovery, they have created the largest outdoor toy company in North America with leading market share positions in swing sets, playhouses, activity tables, play kitchens and ride-ons, as well as outdoor home and garden products.

“Step2 Discovery joins two innovative companies that have the same mission – to bring family together,” said Chris Quinn, President and CEO of Step2. “This partnership paves the way for a new brand combining plastic and wood, materials synonymous with each individual brand, creating endless possibilities for new product concepts.”

2017 Hero Products

McLaren 570S Push Sports Car

The luxury push car will feature the innovative styling of the McLaren 570S sports car plus Whisper Wheels™ and an easy-fold handle for easy storage and quick transport. A large storage area under the seat, multiple cup holders, and a pretend steering wheel with electronic sounds provide an optimum riding experience for mini racers.

The McLaren 570S Push Sports Car joins a robust line of Step2 push cars including the iconic Push Around Buggy, Whisper Ride Cruiser and the recently released Push Around Buggy GT.

The McLaren 570S Push Sports Car will be available for purchase in the fall of 2017 on Amazon.com and Step2.com with a targeted MSRP of \$79.99. The line will expand in spring of 2018, driving McLaren into dreamland.

Uptown Urban Wood Kitchen

The first of its kind, the Uptown Urban Wood Kitchen combines wood and plastic to create a play space for kids that blends naturally into today's home décor styles. The trend-setting kitchen features an electronic stove burner with fun lights and realistic sounds, a mini fridge with "window," floating shelves for accessory storage and a "stainless steel" kitchen faucet.

The Uptown Urban Wood Kitchen will be available in the fall of 2017 at select online retailers with a targeted MSRP of \$129.99.

Euro Edge Kitchen

Sleek and on-trend, the Euro Edge Kitchen features European styling, bright colors, and clean lines. Kids can "cook" meals on the "electric cooktop" with fun lights. The innovative deluxe refrigerator featured in this kitchen with "glass window" door and working lights was first seen on the Step2 Grand Luxe Kitchen last fall and added to this kitchen to encourage imaginative play. Three pull-out drawers and an overhead kitchen shelf offer ample storage for the included accessory set.

The Euro Edge Kitchen will be available in the fall of 2017 at select online retailers with a targeted MSRP of \$199.99.

Step2 Discovery will be debuting the McLaren 570S Push Sports Car and Euro Edge Kitchen at the Spielwarenmesse® toy fair in Nuremburg, Germany February 1 – 6, 2017.

About Step2 Discovery

Step2 Discovery, LLC., headquartered in Streetsboro, Ohio, is the largest outdoor toy company in North America, with leading market share positions in swing sets, playhouses, activity tables, play kitchens and ride-ons, as well as outdoor home and garden products. Step2 Discovery is privately held by Aterian Investment Partners based in New York, NY.

About Step2

The Step2 Company, LLC, headquartered in Streetsboro, Ohio, is North America's largest toy manufacturer. Operations began in 1991. Since then, The Step2 Company, LLC has grown from five employees to its present 800 full-time employees. Step2 products are distributed to select retailers throughout the U.S., Canada and over 70 other countries.

For more on Step2, please visit www.step2.com

Follow Step2 on social media: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#), and [LinkedIn](#).

About Backyard Discovery

Backyard Discovery designs, manufactures, distributes and installs a range of innovative residential products for the home and backyard. Backyard Discovery is headquartered in Pittsburg, KS and is the parent company to Leisure Time Products, Inc., Backyard Adventures, Inc., Home Brands, Inc. and

GoConfigure (Installations, Inc.). Backyard Discovery operates out of its corporate offices in Pittsburg, KS and Portsmouth, NH, as well as distribution centers located throughout North America. Backyard Discovery employs approximately 300 employees.

For more on Backyard Discovery, please visit www.backyarddiscovery.com

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