



## PRESS RELEASE

Malmö, 29 October, 2007

### BRIO in License Agreement with Disney

BRIO has signed a 3 year license agreement with The Walt Disney Company Limited to make wooden railway sets and wooden preschool products that match Disney's top rated pedagogic "Playhouse Disney" programs (currently showing on European TV). The agreement involves Mickey Mouse Club House with well-known characters such as Donald Duck, Mickey Mouse, Minnie Mouse etc and My Friends Tigger & Pooh.

"A significant share of the global toy market is licensed products within well known toy assortments. BRIO is a leading manufacturer of wooden toys, which is why it is exciting for us to strengthen our portfolio with a European license agreement with Disney. We look forward to the new collaboration where we can combine the strength of the BRIO brand and our distribution channels within Europe, with the strengths of Disney as a commercial partner." says BRIO's CEO Thomas Bräutigam.

BRIO's product development is now in process and the products will be launched at the trade fair in Nürnberg in February 2008 and be out in the Autumn of 2008 until 2010. The agreement includes sales in Europe, Russia and former Soviet republics, Israel, Turkey, Africa and the Middle East.

Malmö on the 29th of October, 2007

BRIO AB (publ)

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*BRIO is a Swedish company that designs and sells toys, prams and children's furniture. The company was founded in 1884 and is today an international group linked with the BRIO, ALGA, SIMO and Carena brands. The BRIO Group also includes Scanditoy, an extensive distributor of toys in the Nordic countries. BRIO has over 350 employees, is represented in some 60 countries and its shares have been quoted on the Stockholm Stock Exchange's O List since 1985. [www.brio.net](http://www.brio.net)*