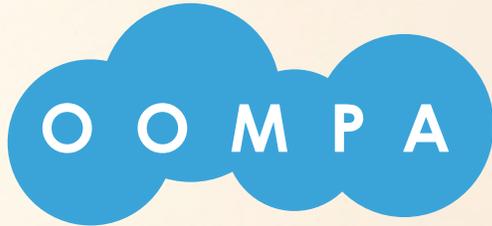


# MEDIA KIT 2012



NATURALLY BRILLIANT TOYS



*Don't you wish all the best kids toys were sold in one place? Well, I recently found it and I'm warning you, it's easy to get lost there, daydreaming about all the ways your baby, toddler, or kid would play with these imaginative, top quality toys. This place is Oompa!*

*~ Anastasia, Mommy blogger & Customer*



## about

[Oompa](#), the online leader in the specialty toy market for over 8 years, features a meticulous selection of modern, sustainably-produced, and well-made toys. A perennial member on [Internet Retailer's](#) Top 1000 list, Oompa has created a streamlined, engaging, and informative experience for customers as they peruse an extensive, well-edited line of beautifully crafted toys and gifts for babies and children.

We invite you to explore our endless parade of fresh, imaginative products that delight both child and parent alike.

O O M P A

*I am a huge fan of this website. It carries a large selection of toys with a concentration on toys from Europe, including Haba and Holztiger. Growing up in Germany, these were the toys of my youth and I love being able to watch my children enjoying them.*

*~ Heidi Klum*

# products

With a keen eye for artful design and fine craftsmanship, Oompa has traveled throughout North America, Europe, and Asia to personally select each and every product available on the website. Over the course of the past six years, we have developed close relationships with a collection of well-vetted manufacturers to ensure that Oompa has the safest and best product line in the industry.



# website

Showcasing functional, superbly crafted, and visually appealing toys, Oompa's fresh website features striking photography, informative product descriptions, fun videos, a plethora of customer-written reviews, and a full range of interactive social media -- all the tools necessary to make informed buying decisions. Navigation is robust and includes the much sought-after ability to find toys by country of origin as well as by popular categories such as organic, fair trade, sustainable, award-winning, and top rated toys.



*So if you are in search of natural, non-violent toys and beautiful modern additions for your child's room, Oompa should be your first stop.*

*~ apartmenttherapy.com*

# eco-focused



Oompa has a special fondness for all things that show a bit of care for our planet. We align ourselves with many manufacturers that use materials that are recycled, organic, sustainably grown, or locally grown. Made from recycled milk cartons, rubber wood from non-producing rubber trees, highly renewable bamboo, or hardwoods harvested from FSC certified forests, our extensive collection of earth-friendly products is a breath of fresh air for eco-savvy consumers.

We are also thrilled that our warehouse is located underground in a beautiful limestone cave in St. Louis. Occupying a warehouse constructed naturally within the ground has avoided unnecessary construction and rendered enormous energy savings -- our facility maintains a constant comfortable temperature year round and requires no heating or air conditioning. Cool!



O O M P A

*I really love your FunBuxx program, and I think rewarding FunBuxx for reviews and finding errors is a brilliant idea -- reward your customers for helping to make your site better, awesome!!! From what I've experienced of your customer service, you guys rock.*

*~Khanh, Oompa Toy Tester*

# o o m p a n e w s

The new FunBuxx loyalty program automatically rewards “FunBuxx” to registered customers for each purchase and/or customer written product review. FunBuxx spend like cash on Oompa.com and can be redeemed for up to six months.



Oompa has implemented a well received Toy Tester Tuesday program. We select toy testers to receive a variety of Oompa products free of charge in exchange for honest reviews. There has been wide interest generated in this program and lots of product feedback on our website that will empower customers to make more knowledgeable buying decisions.

Oompa gives back! In addition to our annual toy donations to the Shriners' Hospital For Children in Chicago, Oompa is rolling out our Oompa “Dolls for Darlings” program. We will be providing hundreds of beautiful dolls to not-for-profit organizations during the Christmas season. Stay tuned to our blog and Facebook page for details.

# O O M P A

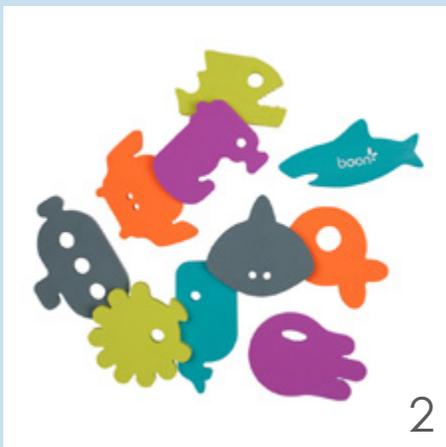
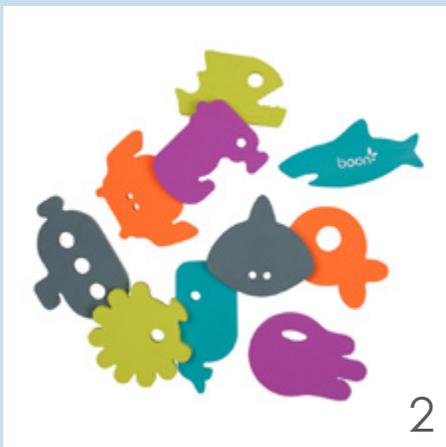
# media watch

Oompa has garnered the attention of numerous national media outlets including magazines, television, newspapers, websites, and blogs. Recent mentions include Real Simple, apartmenttherapy.com, babble.com, and parents.com.



# O O M P A

# holiday 2012 [1-8]



## [1] DOLL FAMILY

Made in Thailand. Includes four wooden family members. \$17.99

## [2] DIVE BATH APPLIQUES

Modern shapes that won't mold or mildew! \$10.79

## [3] E-RACER RED

A smooth, stylish ride. Made of bamboo. \$17.99

## [4] NICKI BABY (GREEN)

Sewn in Latvia. \$22.49

## [5] CORDOBA BLOCKS

Spectacular set made in Germany. \$37.79

## [6] TIMMY AND ELLI DOLLS

Sold Separately. Made in Latvia. \$44.00

## [7] MULTI-SOLUTION PUZZLE

Endless ways to solve this puzzle. \$17.99

## [8] MINOUCHA

Designed in France. \$64.79

# holiday 2012 [9-14]



[9] ALL SEASON DOLLHOUSE  
Complete with furnishings. \$179.99

[10] SIMPLY CROAKOS  
Unique Frog friend designed in France. \$26.53

[11] MAKE YOUR OWN YOYO  
Wood yo-yo & art supplies. \$16.19

[12] DIRT KING TRIKE  
Simply the best trike on earth. \$289.00

[13] MARRAKESH PLAY TENT  
Dreams come true in this 83" tall tent. \$224.99

[14] ALPHABET BLOCKS  
Upper and lowercase wooden blocks made in the USA put a modern spin on classic alphabet blocks. \$17.99

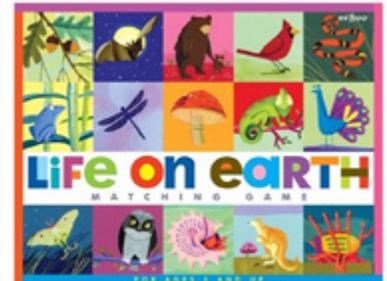
# holiday 2012 [15-20]



15



18



19



16



17



20

## [15] DANCING ALLIGATOR

Dances along when pulled.  
Made in Thailand. \$17.99

## [16] FRENCH KITCHEN

Includes pots, pans, utensils, food.  
\$26.53

## [17] FAIRY THEATER

Includes 5 magical finger puppets  
and wooden theater. Made in  
Latvia. \$80.99

## [18] JUNGLE BLOCKS

Magnetized wooden blocks.  
Made in Honduras. \$60.00

## [19] LIFE ON EARTH MEMORY

Beautifully illustrated memory  
game for all ages. \$13.49

## [20] CANVAS GROWTH CHART

Personalized and artfully illustrated.  
Made in the USA. \$59.99

# holiday 2012 [21-24]



21



22



23



24

[21] RUSSIAN BLOCKS  
Beechwood architectural blocks.  
66 pieces. \$40.49

[22] LEON DRAGON PUZZLE  
Designed in Paris. 36 pieces.  
\$22.49

[23] CONFETTI GUITAR  
Designed in France. Made of  
wood. Measures 26 inches. \$30.00

[24] GO CAR BLUE  
Designed in New York City. Mea-  
sures 6 inches. Made of BPA-free,  
PVC-free, phthalate-free plastic  
and rubber. \$11.69

# holiday 2012 [25-32]



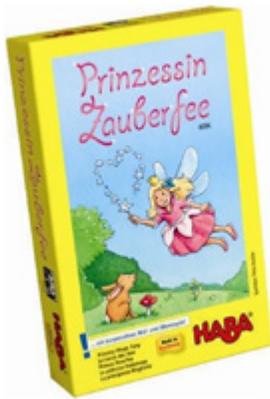
25



28



30



26



29



31



27



32

[25] T-REX  
Wooden dinosaur made in Germany. \$13.30

[26] PRINCESS FAIRY MAGIC  
Great game for kids ages 4-10 years. \$10.79

[27] TATOO BABY WALKER  
Designed in France. \$50.00

[28] STORMY SEAS  
Balancing game for ages 3-99 years. Made of bamboo. \$35.99

[29] ART NOUVEAU KIT  
Simply divine art kit designed in Paris. \$28.79

[30] BLISS CHUBBY BEAR  
Designed in France. Machine washable. \$27.99

[31] ORGANIC BIRD RATTLES  
Newborns+. Made of organic bamboo yarn. \$26.53

[32] DIY TRUCK  
Designed in France. \$30.00

contact

## **OOMPA**

8 W. Campbell Street, Suite 203A  
Arlington Heights, IL 60005

855.326.2229  
media@oompa.com

[www.oompa.com](http://www.oompa.com)



OOMPA