



225 Herring Cove Rd
Halifax, NS B3P 1L3
T 902.477.9570 T 800.741.0089
F 902.477.7273 F 888.807.7979
orbtoys.com

ORB™ is proud to partner with pocket.watch to launch a line of creative products featuring top family YouTube creator, Ryan ToysReview, under the brand Ryan's World™.

The new line of Ryan's World™ products is inspired by some of Ryan's favorite interests and activities. The six-year-old host, Ryan, is an internet phenom: with over 15 million subscribers, his channel has over 1 billion views per month. Ryan's new videos will feature his own line of products including, Ryan's Squishy Pals, Ryan's Bubble Pals, Ryan's Instant Slimy Blasters™, and Ryan's Molecules™ which will soon be followed by an even greater expanded line currently in development. Ryan hand-selected these toys because they're collectible, silly, and fun for the whole family. The entire collection is available in Walmart stores and on Walmart.com.

"We are excited to partner with pocket.watch in order to create toys that directly reflect the wants and desires of top creators and their fans. ORB™ is placing a strong focus on digital marketing, especially with our trend and collectible items," says Steve Kay, ORB™ CEO.

"We are proud to have Orb as a partner for the launch of Ryan's World. Working together we've taken Ryan's ideas and turned them into a line of products that perfectly emulate the fun and silliness that kids can find on Ryan ToysReview," said Stone Newman, Chief Revenue Officer, pocket.watch.

About ORB™

ORB™ is the fastest growing toy company in North America. With unheard of speed to market and an uncanny eye to spot and create unique, high trend, collectible compounds and products, ORB™ experienced an unprecedented year over year growth over 1,100%. Due to the continued success of ORB's™ highly collectible brands including Soft'n Slo Squishies™ and ORB Bubbleezz™ along with innovative compounds including ORB Molecules™, this growth trend is on track to far exceed current numbers by year's end.

About pocket.watch

Pocket.watch is the virtual entertainment headquarters for kids. It is a new media brand that lives everywhere they live and celebrates the new digital stars, franchises and formats that they love. The company boasts a growing portfolio of franchises that includes some of the largest kids and family YouTube brands in the world alongside original characters and talent. Pocket.watch was founded in March 2017 by Chris M. Williams and is located in Culver City, CA where it maintains an office and



225 Herring Cove Rd
Halifax, NS B3P 1L3
T 902.477.9570 T 800.741.0089
F 902.477.7273 F 888.807.7979
orbtoys.com

studio. The management team is made up of studio veterans and visionaries from traditional and digital entertainment including Albie Hecht, Jon Moonves and David B. Williams. Investors include Greycroft, Third Wave Digital and United Talent Agency (UTA), as well as notable strategic angels including Les Moonves, Robert Downey Jr. (Team Downey) and Jon Landau.

For more information, visit www.orbtoys.com