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Malmö, September 2007

Play to Support; BRIO in partnership with UNICEF to save lives



BRIO has been chosen by UNICEF to co-produce a toy with the dual branding of BRIO and UNICEF. The special edition classic wooden railway system "Mission Set: Immuno" will inform about UNICEF's important work, teach children about social awareness as well as aid in the funding of UNICEF's commitment to help children in need.

Based on BRIO's classic wooden railway system, "Mission Set: Immuno" will serve two purposes. The first is of course engaging and fun play value for children. The second is to help inform parents and children about UNICEF's important work. It will teach children about social awareness as well as help fund UNICEF's essential work to help children in need.

UNICEF (United Nations Children's Fund) operates in more than 150 countries on behalf of the UN, to serve and protect the rights and needs for children. One of their main priorities is child survival and development, where immunization plays a very important role.

Immunization has achieved real success in the past 20 years, and today vaccines protect nearly three-quarters of the world's children against major childhood illnesses. Yet, every year, more than 2 million children die from diseases that could have been prevented by inexpensive vaccines. "Play to Support" is BRIO's way to try and help children in some of the world's poorest countries.

UNICEF chose BRIO as their partner in this project, due to BRIO's long history of producing high quality wooden toys, with strong play and pedagogic values.



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Neil McCarthy, Chief UNICEF Product Development, says:

"UNICEF has been developing and selling high quality toys and gifts for over 30 years. The sale of these unique products has contributed towards saving millions of children's lives across the globe.

BRIO is a name synonymous with quality and play value. It was these attributes that first drew the attention of UNICEF. When the development teams initially met, there were creative sparks, and it was clear that BRIO understood the importance of our work as well as the value in both Brands working together.

The Mission Set: Immuno is the first product unique to this collaboration. It is our hope that together we can bring fun and awareness to children receiving this toy."

Classic wooden railway toy with a responsibility

The "Mission Set: Immuno" is a classic BRIO wooden railway set based on a simple story, which will highlight UNICEF's work in the immunization field. The product contains 26 play pieces and a story book.

In the story book, Siruv, the nasty virus comes to the village and the children have to call CEF, the UNICEF hero. CEF immediately comes to the children's rescue. With the UNICEF emergency vehicle, he brings vaccine for them and once the children have been immunized, CEF hunts down Siruv and brings him into custody. Now, the children are safe.

The product is aimed at children aged 3 years+.

The mission set has been developed with both children and adults in mind. Parents can interact with their children by reading the story book to them, which gives an opportunity for the children to ask questions and to, in a playful way, become socially aware.

BRIO donates part of the profits to UNICEF

UNICEF's work worldwide is financed entirely through voluntary donations from governments, individuals, organizations and companies. The sale of UNICEF greeting cards and products is one of the sources of income.

BRIO donates a part of the profits of the "Mission Set: Immuno" to UNICEF and each product sold enables UNICEF to help more and more children all over the world. For example, the proceeds of one set could provide 14 children with vaccine to immunize against polio or could provide purification tablets for 900 liters of water.



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For BRIO it was an obvious choice to choose to work with UNICEF.
Fredrik Ohlsson, Global Sales Director for BRIO says:

"We see it as our task to contribute to the child's development by offering good toys that stimulate the child through play and through this project, at the same time, contribute to making the world a better place for all children. Working with UNICEF was therefore a natural choice."

Where to find the Mission set: Immuno

The "Mission set: Immuno" will be sold in all BRIO's regular sales channels.

The effect:

1 set sold could buy 4 HIV / AIDS diagnostic test kits.

5 sets sold could provide long lasting treated mosquito nets protecting two families from malaria, a disease that kills a child every 30 seconds.

50 sets sold could vaccinate 530 children against measles, one of the biggest killers of children.

500 sets sold/ could provide 12 children suffering from HIV/AIDS with first line anti-retroviral drugs.

3000 sets sold could provide 25 000 people with essential medicines, medical equipment and other supplies needed during an emergency over a period of 3 months

10 000 + sets sold could help thousands of children to survive their early years, allowing them a chance to develop and reach their full potential.

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