

FACT SHEET



Company Name	Skullduggery, Inc.
Mission Statement	We create high quality, unique toys and crafts that are both educational and entertaining to engage children while challenging their imaginations.
Company Snapshot	What started as the leading creator of museum quality fossil replicas evolved over 30+ years into an award-winning manufacturer of craft kits, unique racecars, and educational toys.
Product	New for 2018: <ul style="list-style-type: none">• Max Traxxx Max Flex RC Sets – 200 pieces, 250 Blaze Edition & 300 Combo• Pull-Back Marble Racers• Remote Control Marble Racers (late 2018)• Perfect Craft Kits including Stepping/Memory Stones
Background	<p>Skullduggery's product lines have been designed to appeal to specialty toy-lovers throughout the world. Exciting packaging, unique designs, and US manufacturing tempt children and parents alike. All of our products ship from our 10,000 square foot facility in Anaheim, California.</p> <p>Discover online and in our catalogue almost a dozen brands including Smithsonian Museum Craft Kits, Smithsonian 3D Motorized Puzzles, Max Traxxx Glow in the Dark Racing Systems, Marble Copters, Body Shop Racer Kits, Eyewitness Kits, Classroom Science Kits, and Fossil Replicas.</p>
Key Retail Categories	Educational, Specialty Toy, Arts & Crafts Kits & Supplies, Die-Cast Vehicles, Games & Puzzles, Model & Hobby Kits, Radio Control Toys
Target Audience	Ages 3+
Awards	Dozens from the toy industry including the prestigious <i>Oppenheim Toy Portfolio Platinum</i> representing the most innovative, engaging new products of the year: 2017, 2016, 2015, 2014, 2013, 2010
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THE BACKGROUNDER

What's in a name? A toy company called Skullduggery got its start in the 1980s making fossil replicas cast from original pieces that were obtained from museums or private collections. The company began equating its ferocious saber tooth tiger skull with a symbol of executive strength in prestigious financial and scientific journals. Awareness and sales increased dramatically when one of its saber tooth tiger skulls was prominently seen in the 1989 movie *Working Girl* as part of Sigourney Weaver's tough-as-nails office persona. At the time, fossil replicas were found mostly in classrooms and artists' studios, but Skullduggery's products were turning up in living rooms, offices, Hollywood movies and museums.

Knowing how much kids loved dinosaurs and marveled at skeletons on museum field trips, the family-owned business became the go-to place for moldings and castings. Before computers and email, this was a growing mail-order business managed by the Koehl family. With the help of museum-quality fossils, latex molds and cement, Emmy and Pete Koehl and their son Peter Koehl Jr. made and sold 400 skulls a month in 1989 from their tidy Orange County, CA warehouse.

A few years later, perhaps from its movie appearance, Saber-toothed tiger skulls were appearing on upwardly mobile businessmen/women desks. In 1992 Skullduggery created a slick, four-color catalogue published from the Koehls' desktop computer. Members of the family including Steve, Peter and Corny, modeled fossil T-shirts along with knives and letter openers made from real dinosaur bone that were "unsuitable for scientific study"; children's brightly painted wooden dinosaur rockers; and dinosaur board games and dinosaur posters.

A move from fossils to fast moving toys began as the family leadership shifted to the younger generation. Father Pete still retains the title CEO with sons Steve as President and Peter as VP, Marketing plus sister Corny running the day-to-day operations. It was the younger Koehls' idea to expand the business into kid-friendly racecars, helicopters, and paint kits. Their tidy warehouse of the '80s has morphed into a 10,000 square foot facility in Anaheim, California.

In 2011, new items included Light Up Marble Racers, Pit Stop Custom Painters and Tube Traxx. By 2015 the ever-evolving company launched Max Traxxx Tracer Racers RC Set. A new racing system that included glow-in-the-dark track, remote control Tracer Racers, and light trace technology which illuminated the patented track by means of black lights located on the underside of the remote-control racers.

In 2018 Fossil Replicas and Molding & Casting remain with several more product divisions for kids of all ages. Today the company can boast being the lead creator of high-end fossil replicas, unique car race toys, puzzles and educational toys. Their product brands include: *Smithsonian Museum Craft Kits*, *Smithsonian 3D Motorized Puzzles*, *Max Traxxx Glow in the Dark Racing Systems*, *Marble Copters*, *Body Shop Racer Kits*, *Eyewitness Kits*, *Classroom Science Kits*, and of course, *Fossil Replicas*. Skullduggery's product lines have been designed to appeal to specialty toy-lovers throughout the world.

Toy industry judges have been impressed over the years with the price-point, choices and quality of each year's offerings. For example, *Oppenheim Toy Portfolio* – who is known for being discerning with its top honors – gave its Platinum Award to Skullduggery six times since 2010.

You can find Skullduggery's product lineup at specialty and regional toy outlets to online destinations such as Amazon and Fat Brain Toys.

As success has passed the three-decades mark, the small company is proud to support local charities in the region. Over the years they have provided toys for the Toys for Tots program, The Sheepfold, a local shelter for women and children, and the Apps for Children with Special Needs (A4cwsn) community.

BIOGRAPHIES



Stephen Koehl • President

Steve has managed the helm of this family-owned business since 1996. With a degree in Accounting, he continued his father's legacy turning Skullduggery into a multi-million dollar toy manufacturer while still selling skulls and fossils along with racecars, puzzles, crafts and educational toys.

Steve's expertise and passion lie in his product development and sales skills. His keen eye, creativity, and relationship building skills enable him to quickly bring new ideas to market while expertly stewarding Skullduggery's sales efforts. Promoting an entrepreneurial environment, Steve has a significant role in each phase of the business and works hand in hand with vendors, customers, affiliates, and employees.

Peter Koehl • Vice President, Marketing

Although called Junior, Peter is actually Peter IV in the Koehl family. Dad, Peter III, purchased Skullduggery in 1987. After graduating college, he naturally joined the family business as Administrative Manager. His hands-on approach allowed him assisting purchasing, tracking and analyzing sales data and improve customer service, expedite order fulfillments. After 10 years, he moved to *Teacher Created Materials* as Director of Operations. This educational publisher specialized in K-12 materials. During his decade with the company, the organization doubled in size as Peter implemented salesforce.com and administered the company's database ensuring that customer and sales data was accurate and readily available for analysis and key decision making.

In 2010 he rejoined the family business where he was named Vice President, Marketing. With his entrepreneurial background with more than twenty years of operations and systems management experience, Skullduggery is ready to expand as the juvenile market evolves. His expertise in all phases of process assessment and performance improvement, departmental systems analysis, recommendation and implementation; long term strategic planning; and the ability to develop well organized, highly productive work environments is central to Skullduggery's success. Peter's hands-on approach to analyzing data, streamlining processes and procedures, and implementing real world solutions should carry the company into its next 30 years of success!

Corny Koehl • Director of Social Media

As the daughter of the family business owner, Corny pitched in with her brothers in the early years of the company. Her passion for story and media took her on a different path. With a degree in Communication and Media Studies, Corny (short for Cornelia) has been involved in radio, television and digital media for 30 years. She served as Executive Producer for the biggest names in media today. She is a two-time Emmy Award winning Producer, and two-time recipient of the Gracie Award for Outstanding Producer from the Alliance for Women in Media. Most recently, she helped develop and was Co-Executive Producer on Super Soul Sunday, a weekly television program hosted by Oprah Winfrey. In 2006, Koehl was instrumental in launching "Oprah & Friends" 24/7 radio channel on XM Radio. As Director of Program Development and Executive Producer, she helmed regular programs including, Oprah's Soul Series, The Gayle King Show, O the Oprah Magazine Show (hosted by Oprah and Gayle) and oversaw others including The Marianne Williamson Show, The Dr. Oz (radio) Show, The Dr. Maya Angelou Show, and more. She has written seven full-length plays, four of which were produced and staged in Los Angeles.

As a young girl, Corny learned the proprietary mold making process, and all phases of the business. After graduating college, she left company to pursue her passion for writing and producing high quality programming. Corny is now lending her expertise and industry savvy to Skullduggery thru management of their social media and online presence.