



**MADAME ALEXANDER ANNOUNCES ITS ACQUISITION OF
LEE MIDDLETON ORIGINAL DOLLS**

Alexander Doll Company, Inc., manufacturer of Madame Alexander dolls, is proud to announce its acquisition of the business assets of Lee Middleton Original Dolls, Inc., the Ohio-based manufacturer of authentic collectible, baby and play dolls.

This collaboration joins together two doll industry leaders. The two companies combined have over 100 years of experience in the doll business, creating, designing and sculpting exquisite dolls adored by collectors the world over.

Madame Alexander is thrilled to welcome Lee Middleton Original Dolls to its portfolio of cherished creations. By acquiring this renowned company, Madame Alexander is poised to add even more history and creativity to the company's archives. This new venture will now allow Madame Alexander dolls to reach an even larger audience. Lee Middleton Original Dolls will continue to operate under the same name.

Middleton Doll captured the beauty and innocence of childhood more than 30 years ago, when the company was founded. The company's commitment to quality continues today. Starting with the unique artistry of its founder, Lee Middleton, the company is recognized by doll enthusiasts as the industry leader of collectible, baby and play dolls. Each year, Middleton Doll has introduced more than 100 new play and collectible dolls designed to look like real babies and children.

Alexander Doll Company, Inc. is a New York-based company now celebrating its 87th Anniversary. It is Alexander Doll Company's mission to continue the tradition, elegance and innovation of its founder Beatrice Alexander. Madame Alexander dolls include a full line of fine quality, handcrafted collectible, fashion, baby and play dolls. The company has been responsible for a series of "firsts" that have shaped the doll world and defined Madame Alexander as a pioneer of style and quality in this industry. Alexander Doll Company, Inc. is controlled by Gefinor, a New York-based private equity firm.

Middleton Doll will be a welcome addition to the Madame Alexander family of dolls.

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