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MASTER TOYS SERVES AS DISTRIBUTOR FOR SUNNY DAYS ENTERTAINMENT TO SPECIALTY TOY STORES

New Agreement Opens the Door for Specialty Retailers to Expand Their Assortments with Popular Licensed and Impulse Toys from Sunny Days

Vernon, CA (November 12, 2026) – Master Toys and Novelties, Inc., known for its dedication to the specialty toy trade for decades, has forged a distributor agreement with powerhouse Sunny Days Entertainment Inc. which typically sells to mass market stores.

The agreement means specialty stores can order the John Deere® licensed line of goods and Sunny Days Entertainment's impulse products from Master Toys in quantities and with terms typical for specialty.

"We arranged this partnership to support our specialty friends," said Joy Villavicencio, Director of Sales at Master Toys. "This distributor agreement and additional goods it offers will allow specialty to shine while also helping a substantial manufacturer like Sunny Days tap into the power of independent, one on one relationships. It's a win-win."



"We're excited to partner with Master Toys to bring more of our products to independent specialty toy retailers," said Emily Chaput, Sunny Days Marketing Director. "As our portfolio continues to grow, expanding our distribution is an important part of making our brands accessible to more families. Master Toys has built strong relationships within the specialty toy community, and we look forward to working together to bring exciting new products to retailers and their customers."

About Master Toys
Master Toys and Novelties, Inc. has been a manufacturer and wholesaler of toys, dolls, impulse/trendy gift items, die-cast metal cars and so much more, celebrating its 50th Anniversary in business just last year. With five decades of experience, Master Toys pride themselves on delivering high-quality, innovative products that bring joy to children, kidadults and collectors alike. They are dedicated to the specialty market, understanding the unique needs of independent retailers and specialty stores. Master Toys' focus is on creating distinctive, trend-forward products that stand out in the marketplace, ensuring that their partners have access to items that captivate and delight their customers.

About Sunny Days
Founded in 2012, Sunny Days Entertainment, Inc. is a leading toy and juvenile product manufacturer dedicated to creating innovative, value-added products that inspire imagination and bring joy through play. With a diverse portfolio spanning baby and toddler toys, vehicles, bubbles, collectibles, novelty toys, and more, Sunny Days delivers engaging play experiences across a wide range of ages and interests. The company's growing portfolio includes owned brands such as Maxx Action, Maxx Bubbles, Hopscotch Lane, Honey Bee Acres, Toymendous, and more, alongside licensed products featuring globally recognized brands including Fisher-Price™, John Deere, Barbie™, Hot Wheels™, and more. Driven by a commitment to innovation, quality, and value, Sunny Days continues to expand its reach and bring exciting new products to market.