

Wm. K. Walthers, Inc. to Sponsor and Exclusively Distribute Product for the *Choo Choo Bob Show*

September 28, 2012, Milwaukee, Wis. – Wm. K. Walthers, Inc. is pleased to announce the sponsorship of the *Choo Choo Bob Show*, a multi-media entertainment experience that celebrates and educates children and their families about trains both big and small. The cornerstone of the *Choo Choo Bob* “experience” is a children’s television show about trains, friends and fun, featuring music, trips to real-life railroads and adventures taken by the cast of characters in and around their hometown of Bobville. One of the regular stops for the characters is Tinyland, a miniature world that comes to life within *Choo Choo Bob*’s own model railroad layout. The show is filmed and produced in Minneapolis, MN, and currently airs on cable stations throughout the state of Minnesota. With the sponsorship support of Walthers, *Choo Choo Bob* and his friends will be coming to the Milwaukee area for the first time to entertain children of all ages at Trainfest®, ‘*America’s Largest Operating Model Railroad Show*.’ Trainfest will take place at the Wisconsin State Fair Expo Center November 10-11, 2012. *Choo Choo Bob and the Holy Smokestacks Revue* band/cast of characters will perform music, host story times and be available for meet and greets throughout the duration of Trainfest.

“This sponsorship offers an exciting opportunity for Walthers and for model trains to become top of mind for today’s kids and families. It’s fun, entertaining and educational. Bob Medcraft and the *Choo Choo Bob* crew have found a fantastic formula for feeding the excitement of kids already crazy about trains and offering a new, high quality entertainment option for families in general. We at Walthers are thrilled to support individuals, organizations and companies that are thinking creatively about actively engaging the next generation of modelers. Trainfest is the perfect place to introduce the show and to let Milwaukee families in on the fun. My kids are already hooked - we hope to spread the word to others around the country in the weeks and months to come.” says Stacey Walthers Naffah, Vice President of Marketing Communications, fourth generation Walthers family member working in the business and mother of two young children.

As a leader in the model railroading industry for over 80 years and a family-owned and operated business, Walthers has been and remains committed to the health and growth of the model railroading hobby. This includes providing product and helpful information to modelers of all ages and stages of experience. While the bulk of the company’s proprietary products (including the WalthersProto™, WalthersMainline™, Scenemaster and Cornerstone brands) satisfy the desires of the model railroading enthusiast, Walthers is committed to encouraging new people to get involved the hobby. The Walthers Reference Books as well as the Life-Like and WalthersTrainline™ brands address casual train set buyers and those modelers who are just getting started. As a distributor, Walthers carries over 300 lines of products - many designed for enthusiast as well as those with a focus on newcomers including Bachmann, Woodland Scenics and Melissa & Doug. Walthers is also a founding member and proud sponsor of the World’s Greatest Hobby, a non-profit 501c3 organization, dedicated to promoting the long-term growth of the model railroading hobby, with a particular focus on encouraging new people to get started.

In addition to sponsoring their Trainfest appearances, Walthers will exclusively distribute *Choo Choo Bob* product. For more information and to watch a video clip featuring *Choo Choo Bob*, visit walthers.com/exec/page/news. For more information on Trainfest, visit trainfest.com.

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