



## FAST FACTS

- Cloud B designs, markets, and distributes a variety of “Helping Children Sleep” toys and sleep accessories for infants and children.
- Toy designs originate in Torrance, California, and are manufactured in China.
- The majority of Cloud B’s sleep products are developed with guidance from an Advisory Board comprised of pediatricians, teachers, mothers, and educators.
- Cloud B has established a significant level of trust with parents, grandparents, and caregivers who choose Cloud B with confidence.
- Cloud B is listed in the Los Angeles Business Journal’s “2010 List of 100 Fastest Growing Private Companies Headquartered in Los Angeles County (November 22, 2010).
- Cloud B’s award-winning Twilight Turtle™ and Sleep Sheep™ lead as favorite top-selling plush toys with a purpose in Cloud B’s Twilight Turtle & Friends Collection™.
- Since its release in 2005, total Twilight Turtle™ sales exceed \$15,560,265 (2010 YTD)
- Since its release in 2003, total Sleep Sheep™ sales exceed \$9,205,060 (2010 YTD).
- Since 2004, Cloud B has received more than 80 best of the best awards for various plush toy products. (The entire list is available upon request.)
- Cloud B has distribution outlets in 20 countries:
  - Australia, Austria, Canada, United Kingdom, Germany, Hong Kong, Iceland, Indonesia, Israel, Italy, Japan, Korea, Malaysia, the Netherlands, Philippines, Portugal, Scandinavia, South Africa, Spain, and Turkey
- Major retail customers include: Barnes & Noble, Bloomingdales, Dillard’s, Nordstrom, Von Maur, Harrods of London, and FNAC in France.
- Cloud B is the brainchild of a team of entrepreneurial experts:
  - Nader Hamda, CEO
  - Linda Suh, Managing Director/China
  - Jeff Johnson, CIO/ VP Art Department
  - Leticia Montoya, Senior Designer
  - Heather Hamda, Sales Director
- Cloud B was established as a State of California Subchapter S Corporation in 2002.

### CONTACT: Cloud B

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