



Everyone Plays!

The Poppo Story

The mission began on New Years Eve 2005. Mike and his wife were bringing in the New Year with their three young children. Instead of getting a babysitter and heading out like most couples, they decided to stay at home and spend quality family time together. They spent the entire evening playing games, reading books, telling and acting out stories and reminiscing about each of their favorite moments of the past year and their plans for next year. With his best friends at his side and realizing the importance of these precious moments it occurred to Mike that this is what life should be all about. Life should be fun, more fun than it is and not just occasionally throughout the year.

After the kids went to bed they recounted the evening and Mike couldn't help but wonder: why couldn't there be a company that bottled up their night's experiences by creating a range of fun, simple, innovative products that the whole family could enjoy? A company that not only made excellent products, but also brought people closer together everyday through laughter, learning, and play? How great would it be to start a company for people like us - that created products they would be proud of, feel good about offering to their friends and that they themselves would want to play. From this simple emotional response came the desire to create a lifestyle brand for Pop culture.

After that night, Mike outlined out a vision. It started with a game for children and would grow to include books, toys, music and other entertainment experiences that would bring friends and families closer together. He and his team mapped out a path for a company with heart that would delight its customers at every opportunity and give back along the way. The thread that would tie everything together would be a perfect balance of enliven (laughter) and enrich (learning), leading to the ultimate promise to create a world where everyone infuses a passion for play into their daily lives.

Passion comes from being who you are, so we encourage everyone to play and bring more of you into what you do. We have already created products that help children develop a healthier state of mind or feeling while increasing their inherent ability to learn through play - in a word, Poptitude™. With many more products in development and on the way each one is designed to be Smart Fun™ for all children - and the child in all adults. Find those ways to celebrate every day life, to make ordinary moments fun and to focus on time shared together as you develop your popitude.

Today, our commitment to learning and play has already helped Poppo People connect with friends and families through the power of play and positive thinking, spreading Poppo magic and creating a Poppo chain reaction! Beyond the games and toys, Poppo strives to advance a global movement - to bring a passion for play to the masses. With Poppo, Everyone Plays!

PASSION FOR PLAY. MISSION TO ENRICH LIVES.