

License An American Tradition



1900



2000

Celebrating 100 Years

For 100 years, the Lionel name has meant quality,



Get on track
with the Lionel
trademark.

Founded in 1900 by Joshua Lionel Cowen,
the Lionel Manufacturing Company started as a producer of electrical
novelties. By placing a small electric motor under a wooden cheese box,

Cowen created an animated window
display in which goods could
be featured in a retailer's
window. Legend has it
that consumers were
more interested in the
window display itself,
rather than the goods
it featured. Cowen,
ever the entrepreneur,
saw the opportunity
and began marketing
his "Electric Express" to
consumers. Hence, the first
Lionel trains were born. The rest,
as they say, is history.



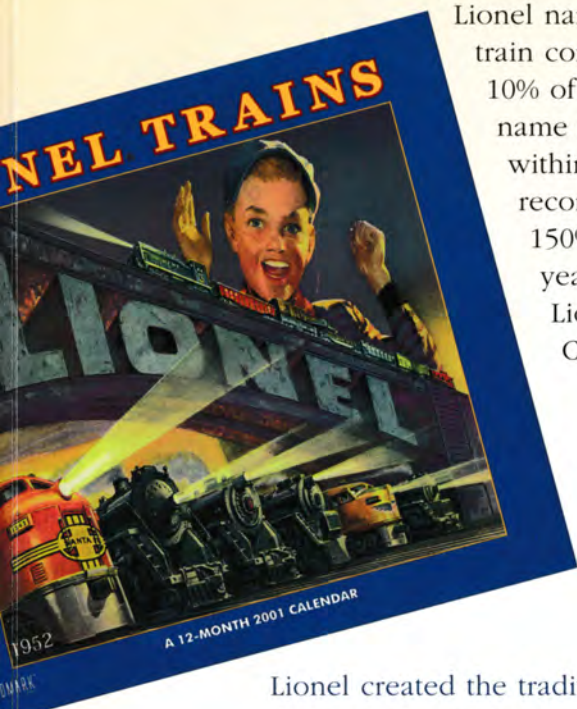
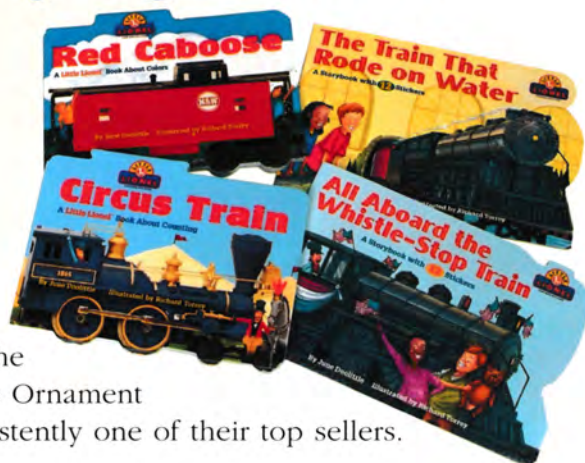
Today, Lionel is the most recognized toy train
manufacturer in the world.

It should be since over 50 million adults
have owned a Lionel train. The typical
model train owner is male, 48 years old
and college-educated. 80% have
children who share the
love of Lionel. Hobbyists'
spending has been
growing by double
digits reaching nearly
\$250 million annually.



authenticity, tradition and family togetherness.

Over 70% of the population are aware of the Lionel name while the nearest train competitor is less than 10% of that. The Lionel name is well established within branded products, recording a growth of 150% over the last two years. We're pleased that the Lionel Hallmark Keepsake Ornament Collector's Series is consistently one of their top sellers.



In 1999, Lionel was featured as one of the "Top Ten Toys of the Century" from the A&E® Network. We're proud to say that we were rated number four!

Lionel created the tradition of a train under a Christmas tree. So, create your own tradition and discover why Lionel and the trains we produce are cherished by so many.

Partner with Lionel and share the equity of our heirloom quality brand, so you too can capitalize on this symbol of success.





Official LIONEL® Licensees

Accessories and Apparel

Allstar Marketing	(914) 347-7827
Golden State International	(510) 893-6789
Manufacturers Promotion Group	(201) 438-8332
Reyn Spooner	(800) 366-7396

Gifts and Collectibles

American Specialty Confections	(717) 391-3040
Ande Rooney	(914) 691-2260
Ashton Drake Galleries	(847) 581-8200
Basic Fun	(800) 662-3380
Collectible Concepts	(703) 821-0607
Comic Images	(201) 794-9877
Danbury Mint	(203) 854-9400
Department 56	(612) 944-5600
Easthill Group	(610) 640-1450
Enesco	(630) 875-5300
Hallmark	(816) 274-7427
International Collectors Society	(410) 998-9208
Schylling	(978) 356-1600
Westland Giftware	(510) 477-9900
Zippo Manufacturing Co.	(814) 368-2700

Home Furnishings and Housewares

Carriage House Concepts	(219) 769-2169
Desperate Enterprises	(330) 725-1897
Emson	(212) 689-9094
Pillowtex	(214) 333-3225
Springs Industries	(803) 324-6594

Publishing, Video/Audio and Software

Knowledge Adventure	(818) 246-4400
Sierra Online	(541) 343-0772
Simon & Schuster	(212) 698-2705
TM Books & Video	(219) 879-2822
Ziccardi Publishing	(201) 939-3434

Stationary and Artwork

At-A-Glance Group	(317) 388-1212
BuyEnlarge.com	(215) 557-0400
Warner Brothers Studio Stores	(877) Bugs-Bunny

Toys

Jakks Pacific	(310) 456-7799
Learning Curve International	(312) 470-7700
Taylor Made Trucks	(201) 816-8196
Toys R Us	(201) 262-7800
USAOPOLY	(760) 634-5910

Other

MBNA America Bank	(800) 441-7048
Studio FX	(408) 947-5800

