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Aeromax Celebrates Ten Years Of Inspiring and Delighting Children

Lake Barrington, IL (July 9, 2007) – If you had been walking down the 1700 aisle at The New York Toy Fair in February of 1997 you might have noticed a flip-flop clad guy from Chicago who'd invented an innovative, tangle-free toy parachute. He threw his parachute guy into the air over 100 times an hour to demonstrate how effective it was. Not only did he get a terrible case of *parachute elbow* but he sold a cargo plane full of them and launched his company, Aeromax.

It's 10 years later now and Mark Levine's Aeromax has become one of the most successful specialty toy companies around. They still sell thousands of parachute guys but they've diversified into a company that inspires play through imagination with high-quality, theme-oriented, "let's pretend" costumes, inflatable racecars and space shuttles and amazing astronaut helmets that link kids with mission control.

While it may not make sense to go from parachutes to dress-up to some, according to Levine it makes perfect sense. "I started as a toy company but always had an eye on clothing design, probably from growing up with my childhood in fashion and retail environment. My father had three clothing stores and my mother did all the buying so I guess it just got into the "fabric" of my bones," said Levine, who still often sports flip-flops at trade shows.



Mark Levine with his costume line at a trade show

Since the start, Aeromax has been in a constant growth pattern designing the proper product assortment and creating a market for its higher quality goods. The company has grown from renting its first 460 sq. ft. office in 1997 to purchasing an 11,000-sq.-ft. facility in 2005. It has increased its product line from the initial 1997 parachute to 274 items in 2007. And it has grown from one entrepreneur to seven full-time employees, and an outstanding sales force in the USA with many of the same sales reps from the day they were hired nearly 10 years ago. And Aeromax still makes its famous Aeromax 2000 Tangle Free Toy Parachute, which is still iconized in the company's logo.

Never one for resting on his laurels, Levine is hard at work planning the next 10 years. He hopes they take Aeromax to a place that will allow it to compete on all levels of retail and continue building both its brand name and customer base. "Consumers continue to ask for our products and we plan to continue to deliver to them with an ever-growing assortment of high quality inspiring dress up for kids," says Levine.

Aeromax exemplifies the true American success story in that it began with a man, his vision and his fervent belief that building the self esteem of kids one at a time is a serious responsibility. Today his hard work plus his creativity have been rewarded. It's ironic that this story has taken place in an industry that's all about children -- ironic because it's the very lesson parents around the globe try to teach their children as they tuck them into beds at night; perhaps even dreaming that one day they'll be the person gently descending beneath an Aeromax parachute.

See <http://www.aeromaxtoys.com> for more information.

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