

AttiPals AttiPals@lb.com

Official Press Release

Febronia Genidy, CMO



Long Beach, California-February 2, 2026—AttiPals is thrilled to introduce a new imaginative collectable toy as its newest line, the Attis. The Attis are reversible clip-on plush characters collectible in AttiPals blind boxes, each blind box containing one of the five Attis designs that will be released as part of our product line. From a simple sketch to a collection of groundbreaking reversible clip-on plush characters, AttiPals blind boxes are designed to spark creativity and encourage self-expression across all ages.

AttiPals values equality, expression, creativity, quality, and safety because it believes these values are essential to creating toys that resonate with today's youth. Those values are reinforced by the executive team made up of a creative and detail-focused group of individuals:

- Celina Nguyen – CEO
- Daniel Pollock – COO
- Jessica Rivera-Reyes – Controller
- Piero Scatena – CFO
- Febronia Genidy – CMO

Using high-quality materials and wasting no expense on creative toy expressions, AttiPals is committed to providing attitude-filled companions for its customers to flaunt their mood and foster imaginative, boisterous, and fun conversation. “Show Your Vibe!” as we would say to foster unapologetic expressions in all our customers, whether it is said out loud or not.

Finally, AttiPals is eager to announce that, in accordance with our goal to inspire imagination and expression, we will be hosting a design competition in the near future encouraging all entrants to design their very own Atti! Competition details will be explained at the AttiPals website at AttiPals@lb.com. Two winners will be chosen, and their designs will be used as the final addition to the toy line selection.