

March 21, 2011  
For Immediate Release

**REVELL® RECEIVES 2010 BOY SCOUTS OF AMERICA®  
QUALITY LICENSEE AWARD**

Revell Inc., an official licensee of the Boy Scouts of America, has been named a 2010 BSA® Quality Licensee Award winner. Revell is a wholly owned subsidiary of Hobbico® Inc. and has remained a highly respected manufacturer of plastic models and other general hobby products for more than 65 years. Revell introduced Pinewood Derby® Kits and Accessories, officially licensed by the Boy Scouts of America, in 2009.

The BSA® Quality Licensee program honors licensees who show a commitment to ongoing product development; who adhere to licensing program requirements; and who actively support and promote the Boy Scouts of America. Award candidates must demonstrate exceptionally high standards in both their merchandise and their business practices.

Revell undertook many efforts during 2010 to raise awareness of Boy Scouts of America and its programs. For example, the company supported the 100<sup>th</sup> anniversary of Scouting by supplying plastic model kits to Pinewood Derby enthusiasts in Long Beach, California, and Clearwater, Florida.

Other achievements by Revell that contributed to BSA recognition include the company's attention to multi-cultural marketing — all existing and future Pinewood Derby® packaging is moving to a tri-lingual format — and its efforts to address environmental concerns by reducing the amount of packaging material needed for its products.

“We are proud to support Scouting and its traditions, and look forward to doing so for the foreseeable future,” says Brian Schmit, Senior Product Manager at Hobbico.

For more information, please contact Rick Haas, Director of Marketing, Revell Inc.  
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**About the Boy Scouts of America**

The Boy Scouts of America prepares young people for life by providing the nation's foremost youth program of character development and values-based leadership training. The Scouting organization is composed of 2.7 million youth members between the ages of 7 and 21, and more than a million volunteers, in nearly 300 local councils throughout the United States and its territories. For more information on the Boy Scouts of America, please visit [www.scouting.org](http://www.scouting.org).