

FOR IMMEDIATE RELEASE:  
For more information contact:  
The Credit Collective, LLC  
Ronald Solomon  
303-670-0626 or ron@creditcollective.com



**THE CREDIT COLLECTIVE**

## **CANADIAN AND U.S. TOY AND GAME COMPANIES UNITE**

Evergreen, CO (May 2, 2007) - In an effort to increase sales and protect cash flow, Canadian toy and game makers have banded together with their American counterparts. Utilizing the powerful, web-based services of The Credit Collective, Canadian and American companies now exchange hundreds of qualified sales leads and credit references on a daily basis. Because of the unique, peer-to-peer nature of the service, the shared information is industry specific and, therefore extremely effective.

Officially endorsed by the CTA in early 2007, many Canadian toy makers are already benefiting from the system. Some of the participating CTA members include, Pla-Smart, Dynatech, Family Games, Foxmind Games, B-Bel and Dynamic Learning Products. While many of the Canadian members use the service to bolster their Canadian business, others have seized the opportunity to get leads and references on American retailers in order to more safely expand their businesses into the states.

According to Sheila Edmondson, Executive Director of the CTA, the alliance between the two groups is vital to the continued financial health of The Canadian Toy Association's members. Edmondson says, "In today's marketplace a healthy accounts receivable is of paramount importance to CTA Member's. *The Credit Collective* provides a unique forum for the exchange of credit references, for companies both North and South of the border. This allows members to make informed credit decisions. CTA is pleased to endorse this service to its members."

Created by toy manufacturers in 2004, The Credit Collective is a community of 150 manufacturers, wholesalers and distributors who exchange daily credit references, alerts and sales leads about thousands of toy, game and educational retailers. They are officially endorsed by The Canadian Toy Association (CTA), The National School Supply And Equipment Association (NSSEA) and the Game Manufacturers Association (GAMA). Members of the CTA enjoy a 10% discount on their initial membership fees.

For more information about visit their website at [www.creditcollective.com](http://www.creditcollective.com) or call 303-670-5111.