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MIGHTY MOJO INC. ACQUIRES CORTEX TOYS LLC, CONSUMER PRODUCTS COMPANY

LONG ISLAND CITY, NY – October 28, 2020 – Mighty Mojo Inc., announces its acquisition of Cortex Toys LLC (Cortex Toys), a toy distribution company. Headquartered in Rome, Georgia, Cortex Toys was founded by neurosurgeon, Dr. John Cowan and is an award-winning manufacturer of plush toys, games, puzzles and novelty products.

The Cortex Toys collection includes fun-filled toys that promote all phases of child development plus, innovative novelty products that help make life easier. The company holds many entertainment licenses including Booba by 3D Sparrow Studio, Arthur by Marc Brown and PBS Kids, and is in the process of obtaining SpongeBob and JoJo Siwa licenses by Nickelodeon and Viacom.

The company is the exclusive US distributor of NightBuddies®, an award-winning plush toy collection that features patented eye illumination technology – soft fabric eyes that never heat up and safely turn off automatically.

Additionally, Cortex Toys is the exclusive US distributor of The iFLEX®, the world’s most flexible phone and tablet stand. Its bendable, patented and bacteria resistant material allows everyone in the family to safely use their devices hands-free at home and on the go.

Cortex Toys products are sold on Amazon and at specialty retailers and mass retailers including Walmart. Its ownership team of seasoned experts include Arash Moghaddam who will serve as President of Cortex Toys while working alongside is Ariel Moghaddam, Vice President of Operations and Jill Duggan, Vice President of Product Development and Sales.

Mighty Mojo Inc. will operate Cortex Toys as its own company and partnered with Jill Duggan, President of Product Route LLC to lead in product development and sales across multiple categories and retailers. “Today’s consumer has ever changing needs and we are committed to developing inventive products that are on-trend and value-driven,” stated Duggan.

“The acquisition of Cortex Toys is the first of many we have planned. Category expansion combined with securing new licenses is a key driver to our growth strategy,” stated, Arash Moghaddam, President of Mighty Mojo Inc. and Cortex Toys LLC.

With warehouses on both US coasts, Cortex Toys maintains an efficient logistics infrastructure to manage its multi-category portfolio. “We are fully equipped to meet the complex logistics needs of national retailers through our drop ship and direct store delivery capabilities,” stated Ariel Moghaddam, VP of Operations of Mighty Mojo Inc. and Cortex Toys LLC.

For more information visit www.cortextoys.com

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