

ALEX

● Propel Equity Partners, a private equity firm focused on investing and creating value in leading consumer brands, has acquired ALEX®, a leading maker of children's creative products.

ALEX joins the POOF®-Slinky® family of brands, which includes Slinky®, POOF®, Ideal®, Scientific Explorer® and Fundex Games® on the Propel Equity Partners roster of leading toy brands.

POOF-Slinky, Inc. was acquired by Propel Equity Partners in July of 2012, and Fundex Games was acquired in December of 2012.

*"ALEX has developed into a leading lifestyle brand for kids, presenting tremendous opportunities for expansion," says Michael Cornell, Chairman and CEO of Propel Equity Partners. "This acquisition represents another step in our mission of bringing the most innovative and successful companies in the toy and craft industry under our umbrella."*

The combined strength of the two companies, along with an emphasis on customer development and brand-building will continue to fortify the brands' presence. Broadened distribution and intensified consumer communications will drive availability of, and desire for, ALEX products among more households across the U.S. and around the world.

POOF-Slinky sells some of the most iconic brands in the toy market, including Slinky, one of the most recognizable toys in the history of the U.S. POOF-Slinky products are sold in more than 35,000 retail outlets.

ALEX founders Nurit & Rick Amdur will remain with the company, while Fred Keller, President of POOF-Slinky, will take on the additional title of President of ALEX.

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PROPEL EQUITY PARTNERS BUYS ALEX

Virtual Data Room Provider



Financial Due Diligence Provider



EDUCAR/EDUCADOR

● i2i Events Group has acquired Educar/Educador, Latin America's leading education exhibition and conference. The event will become part of i2i's Education and Technology portfolio which includes Bett, the pre-eminent global event for educational products and services which is held annually, in London.

Mark Shashoua, CEO i2i Events Group commented: *"We are delighted to announce this acquisition, which not only strengthens i2i's position in the Latin American market, but is also part of a wider strategic objective to expand i2i's established events in new and developing markets, in this instance taking Bett to Brazil. The Melo family have grown the event significantly over the past few years and have built the premier event of its kind in the region. Our aim is to co-locate Bett Latin America with Educar from 2014 and provide the best platform for our clients to expand in Latin America."*

Educar is the major educational exhibition and congress in Latin America, with annual growth of 15 -20% and is held alongside the Educador conference. The 20th annual edition of the event will be held from 22 - 25 May 2013 at the Sao Paulo Imigrantes Exhibition Centre in Brazil and is expected to cover some 6,600sqm of space and welcome over 15,000 people.

Marcos Melo, Director of Futuro Eventos, owners of Educar says, *"We are delighted to be working with i2i Events Group in bringing Bett to Latin America and in taking Educar to the next level of its development."*

Costa, Waisberg e Tavares Paes Sociedade de Advogados advised i2i Events Group, led by Antonio Tavares Paes Jr., Partner.

He commented: *"This was the first deal carried out by i2i Events Group in Brazil. The main challenge regarding this deal was the definition of the applicable law, once it was a cross-border transaction and the first deal acquired by i2i Events Group under Brazilian jurisdiction."*

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EDUCAR/EDUCADOR  
ACQUIRED BY I2I EVENTS GROUP

Brazilian Local Legal Counsel to TRG



TRG's Global Legal Counsel

ALLEN & OVERY

Other Advisers



INGEN IDEAS

● Foster Wheeler AG has acquired Ingen Ideas ("Ingen"), a privately held upstream consultancy company located in Aberdeen, UK.

Ingen specialises in field development and project decision support, focused on the evaluation and implementation of oil and gas field developments covering greenfield and brownfield assets. Ingen's expertise includes field development, process engineering including subsea and topsides design, flow assurance, enhanced oil and gas recovery, carbon management and petroleum engineering.

Ingen will become part of Foster Wheeler's EMEA (Europe, Middle East, Africa) Upstream operations, which already has operations in Woking, Reading, Glasgow and Hull, all in the UK.

*"The acquisition of Ingen is part of our stated strategy to grow our upstream capabilities, particularly for offshore, and to extend our offering to our clients to encompass the full oil and gas value chain,"* said Kent Masters, Chief Executive Officer, Foster Wheeler AG.

Bin Shabib & Associates represented Ingen Ideas in the transaction, handling all aspects which involved the UAE arm and assets of the firm's client. This involved reviewing the sale and asset purchase agreements as well as all other transactional documents from a UAE law perspective. The firm also provided advice in relation to several regulatory and employment issues critical to achieving completion. Rima Mrad, Partner, and Nadim Bardawil, Associate, lead the team.

Ms Mrad commented: *"There were several issues in relation to implementing the transaction in the UAE. As the UAE legal framework is one that be at times uncertain, we were able to provide important interpretations of the UAE law in practice and find the most suitable way to structure important elements of the deal."*

Infinity Partnership Limited acted as the lead advisors to the shareholders of both the UK based Ingen-Ideas Limited and the Dubai based Ingen Ideas LLC.

Mr Cowie commented: *"Cross border work always presents a challenge particularly in the Middle East where the employment aspect were so critical to the overall deal structure."*

FOSTER WHEELER AG  
ACQUISITION OF INGEN IDEAS

UAE Legal Advisers



Lead Advisers



UK Legal Advisers

