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Contact: Woody Browne, 505-717-2292

BUILDING Q SELECTED TO DRIVE SUITABLES INTO LICENSING

New role-play and costume company offers unique opportunities for licensing

ALBUQUERQUE, NM –April 24, 2019 – Building Q, a leading licensing and marketing consulting firm based in Albuquerque, has been selected to represent Suitables, Inc., a Menlo Park, Ca.-based role play and cardboard costume manufacturer. Owned by identical twin brothers Mike and Dave Goedde, the company specializes in vehicle-themed products.

“Mike and Dave’s design abilities give the company the power to develop almost any iconic vehicle,” said Woody Browne, managing partner of Building Q. “New products like this present a unique opportunity to licensors that need to offer fans and consumers new exciting product that connects with families.”

The company currently offers a line of train locomotives including Santa Fe and Union Pacific licensed designs, along with a princess carriage, airplane, rocket ships, and a licensed NASA Space Shuttle design currently in development.

“During the past three years, we have developed a unique product within the wearable costume category that adds play value, imagination and pure fun to the traditional dress-up pattern of play,” said Mike Goedde, President of Suitables.

“Our current line of vehicles, which includes fire trucks, trains and space ships, can easily be customized to reflect vehicles that are pop culture icons that consumers of all ages will recognize and love. Building Q has a great track record, and we are excited about working with Woody to build our business,” said Mike Goedde.

The brothers conceived Suitables in 2014. At the time, both were working in technology sales. Mike developed kit designs while Dave focused on graphic design and marketing. The product line launched in 2018.

“We are pleased at the initial reaction to the product line,” said Dave Goedde, “And the buyer reaction from retail has us excited to kick it up a notch 2019.”

About Building Q

Building Q, established by Woody Browne in 1992, is headquartered in Albuquerque, New Mexico. The company specializes in building successful marketing programs for its clients by developing long-term licensing strategies that repeatedly match clients with winning licensed properties. Over the past 25 years the firm has secured a broad spectrum of licenses (including household names from Arm & Hammer, Craftsman and Coca-Cola to Sponge Bob, Sesame Street, Batman, Scooby-Doo and Star Wars) to provide a competitive edge for its clients. Building Q's clients span a wide variety of industries. For more information visit www.buildingq.com or call 970-385-7208.

About Suitables

Suitables is a California-based company founded by an adamant toddler, sort of by accident, through a homemade Halloween costume build in 2014 that resulted in discovery of a need for something new, innovative, environmentally friendly/recyclable, and above all, FUN! Suitables aims to be the defacto creator of unique and fun wearable cardboard costume toys for children and adults. Suitables believes in the power of a child's use of imagination which is important in developing intellectually, socially, emotionally, and creatively. At Suitables we will continue our endeavor of "Building Imagination" without compromise. For more information about Suitables, visit www.suitables.com.

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