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FOR IMMEDIATE RELEASE

2007 ESTIMATED SIZE OF U.S. HOBBY INDUSTRY IS \$1.2 BILLION

April 14, 2008. The Hobby Manufacturers Association Board of Directors has just released the findings of the 2007 Size of the U.S. Model Hobby Industry Study which was conducted in the fall of 2007.

“2007 model hobby product sales are estimated to be \$1.274 billion with actual 2006 sales of \$1.192 billion,” announced Frank Ritota, HMA President. The estimated sales in the individual product segments are:

Plastic & Die Cast	\$259,100,000	20.3%
Model Railroad	\$409,500,000	32.1%
Radio Control	\$357,900,000	28.0%
General Hobbies	\$247,600,000	19.4%

The study was conducted by the University of Louisville School of Business via an online questionnaire survey tool, Survey Monkey. All data was transmitted anonymously through this surveying device to protect companies’ confidentiality. The survey was designed to give the industry valid statistics for business use by HMA members, lending institutions, potential new entrepreneurs and industry retailers.

“We received an astonishing 52.9% participation rate from among the surveyed companies of HMA,” said Bob Staat, Immediate Past President of HMA who oversaw the research project. “The last time an industry survey was conducted by RCHTA in 1997, the participation rate was 14.3%. We want to thank all our member companies and exhibitors for answering the questionnaire,” added Staat.

An executive summary of the Study was sent to all members and participating companies. The report includes demographic information on consumer usage, advertising and promotion tips, and the scope of hobby products worldwide.

“Hobby manufacturers and distributors are guardedly optimistic about the future of the industry,” remarked Ritota. “50% of the respondents said their position in the industry is one of growth with steady sales increases created by an ability to compete in the market.”

For additional information about the Study, visit www.hmahobby.org or call the HMA office at 973-283-9088.

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SIZE OF THE MODEL HOBBY INDUSTRY EXECUTIVE SUMMARY



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