

August 25, 2015



## **CATERPILLAR NAMES DIECAST MASTERS AS NEW SCALE MODEL LICENSEE**

Diecast Masters Company Limited (Diecast Masters) has been named by Caterpillar Inc. as a new scale model licensee, effective immediately, replacing both Norscot and Tonkin Replicas.

Hong Kong-based Diecast Masters is owned by Australian John McNickle along with Raymond and Barry Fung, owners of the Yu Lee Company Limited, one of China's leading diecast manufacturers. Tom Ristow serves as program manager and is based in the United States.

Although new to the Cat scale model program as a licensee, Diecast Masters management has a rich history of brand and product development for Caterpillar, spanning 26 years. Specific to scale models, Diecast Masters owners and managers have been involved in manufacturing and distributing Cat diecast for more than 14 years.

The focus of Diecast Masters' business will be 1:50 scale model replicas, although 1:87 and other scales of models will also play important roles within their Cat scale model line. Production will commence immediately, with some models available before the end of 2015.

Diecast Masters was formed through the purchase of the Cat scale model businesses of both Norscot and Tonkin Replicas. Many of the former Norscot and Tonkin items will constitute the basis of the Diecast Masters line of Cat scale models, especially in the early stages. Diecast Masters is also launching an aggressive program of new model development that will be evident in full force during 2016 and going forward from there.

b2bReplicas will serve as the exclusive distributor of Diecast Masters models to retail channels in the United States and Mexico.