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**ENDANGERED NOKOTA MUSTANGS NAMED BENEFICIARY OF
BREYER ANIMAL CREATIONS' ANNUAL "BENEFIT HORSE" CAMPAIGN**

(Pequannock, NJ – December 20, 2006) -- Deep in the badlands of North Dakota, a rare strain of mustangs that traces its heritage to the Lakota horses that once carried the great chief Sitting Bull, is threatened by extinction, drought, and overcrowding. They are called Nokota horses and they are the last survivors of the Northern Plains mustangs. The Nokota Horse Conservancy, a non-profit organization in Linton, N.D., is dedicated to protecting the Nokota Horse and raising awareness of its plight. Breyer® Animal Creations®, makers of the world's finest model horses, has responded to the call with the commission of a new sculpture of a Nokota Horse stallion for 2007 from which a portion of the proceeds will raise funds to assist the Conservancy's efforts to support this endangered breed.

Descendants of wild horses that roamed the Little Missouri Badlands of North Dakota, the Nokota horse's bloodlines are traceable to early North Dakota ranch horses and Indian ponies that the U.S. government confiscated from Lakota people in 1881. With the enclosure of the Theodore Roosevelt National Park in the 1950s, many of these wild horses were unintentionally fenced in.

Threatened first by crossbreeding and later with removal by the National Park Service, these horses began to rapidly disappear, often, sadly, to slaughterhouses. Two brothers, Leo and Frank Kuntz of Linton, ND, tried to protect the unique strain of mustangs by purchasing as many of the horses from the National Park during round-ups and sales as they could. They dubbed the breed "Nokotas," a tribute to the North Dakota badlands that they call home. In 1986, the Kuntz brothers joined forces with Dr. Castle McLaughlin, a graduate student and park ranger who researched the horses for the National Park Service. Together, they began a breed registry and breeding program, and began lobbying for the breed's protection and preservation. In 1993, Nokotas were designated the North Dakota Honorary State Equine.

Today, the last surviving herd lives on the Kuntz Brothers' ranch where their care now requires full-time attention to ensure that the breed survives.

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22222/Breyer Selects Nokota Horse Conservancy for 2007 Breyer Benefit Model

In 1999, Blair and Charlie Fleischmann partnered with McLaughlin and the Kuntz Brothers to establish the non-profit Nokota Horse Conservancy (NHC) after seeing the horses during a vacation in Montana. Now, the NHC, manned entirely by volunteers, raises awareness about the breed's unique place in American history, and raises funds to support the last surviving herd. Money donated to the Conservancy is used to support the daily needs of the horses, but an important goal of the Nokota Horse Conservancy is to create a sanctuary where the Nokotas can live freely without interference.

Breyer's Nokota horse model will be available in specialty tack and toy stores starting January 1, 2007. A portion of the proceeds from the purchases of these models will be donated to the Nokota Horse Conservancy to help with the purchase of land, feed, water and shelter as well as the development of educational programs for the public.

About Breyer® Animal Creations®

Breyer® Animal Creations® is the world's best-selling brand of equine-themed toys and collectibles. Breyer designs, manufactures and markets authentic model horses and animals of enduring quality for play and collecting. From Hollywood heroes like The Lone Ranger's Silver to racing legends Secretariat and Seabiscuit, Breyer brings the world of horses to life. Each Breyer model is individually crafted and hand-painted by Breyer artisans, so that each Breyer model is an original! See the entire collection at www.BreyerHorses.com. To obtain digital images of the Nokota Horse model, please contact Kathleen Fallon at KFallon@reevesintl.com or Kimberly Abbott at KAbbott@reevesintl.com.

About the Nokota Horse Conservancy

The Nokota Horse Conservancy is a non-profit organization whose sole purpose is to protect and promote the last remaining Nokota horses and to ensure their survival into the future. Run entirely by volunteers, the Conservancy's primary and most pressing task is to maintain and support a breeding herd of Nokota horses. The Conservancy also manages a breed registry and, with the support of Team Nokota, a volunteer group of Nokota horse owners, promotes the use of Nokota horses in a variety of equine disciplines. Through partnerships with Native American people and organizations, the Conservancy also seeks to contribute to cultural and riding programs for Native American youth. The Conservancy raises funds to support these efforts in part through a "Sponsor a Horse" program and through the sale of merchandise. For more information, please contact Frank Kuntz and Shelly Hauge at 701-254-4302 or visit www.Nokotahorse.org.