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Betty Spaghetti® - World's First "Mix Her Up" Fashion Doll with "Spaghetti" Locks - Debuts with Celeb Stylist Hair Salon Party and Interactive Website

*Celebrity Hair Pros Give Girls the Betty Spaghetti Look as Year's Most Intriguing
New Fashion Doll is Unveiled at Cutler Salon in NYC and Online*

NEW YORK (September 18, 2007) - World-renowned hair stylist, Tim Rogers and his team of celebrity hair gurus created "Spaghetti-inspired" locks on a crowd of NYC girls to help launch the year's highly anticipated new fashion doll. The only "Mix Her Up" fashion doll that combines fashion and activity play, Betty Spaghetti features interchangeable body parts, a wardrobe of the hottest new outfits, a collection of trendy accessories, and an array of beads and charms to accessorize her signature spaghetti-like locks. First introduced back in 1998, Ohio Art redesigned the doll to appeal to today's girls on and off-line, as it launches Betty Spaghetti with an interactive website and national TV advertising campaign this month.

"It's great to see the return of Betty Spaghetti," says Chris Byrne, contributing editor for *Toy Wishes* magazine, aka The Toy Guy®. "She was the fresh new face in the fashion industry and revolutionized fashion doll play for little girls. The new line is not only beautiful, it combines a unique fashion play pattern with up-to-the-minute styling and an inherent innocence that girls—and their parents—are likely to find irresistible", he adds.

Available in a variety of themes such as Wild Style™, Fashion Frenzy™, and Go-Go Glam™, each Betty Spaghetti doll has a unique collection of themed accessories such as chic handbags, unique hair add-ons, as well as cell phones and even a snowboard. Girls can take Betty Spaghetti apart and put her back together to create nearly endless fashion possibilities.

Betty Spaghetti's interactive website, www.bettyspaghetti.com, features a virtual Betty Spaghetti world where the fashion and activity fun for girls continues. Girls can dress and accessorize their own Betty Spaghetti doll with a virtual closet of clothes, beads and "spaghetti" hair. The website also features a social networking feature for girls to communicate with Betty Spaghetti.

Dr. Robi Ludwig, nationally known psychotherapist, author and TV host attended the Betty Spaghetti salon event with her daughter, Jaimie. She notes, "Betty Spaghetti is a wonderful doll for children. She stimulates good, clean, innocent fun and perhaps best of all, Betty is a very creative toy." She adds, "My daughter, Jaimie and I really enjoyed exploring all of the different and fashionable ways we could get Betty Spaghetti to look. I wish my hair had as many possibilities!"

In addition to getting their hair styled alla Betty Spaghetti at the salon event, every girl had a blast building her own Betty Spaghetti doll and styling the funky, colorful hair strands with beads and braids.

"Betty Spaghetti is a fashion icon for today's young girls that encourages creativity and individuality in a funky, girly way", says Tim Rogers, Spokesperson for Charles Worthington Haircare and head stylist of the Betty Spaghetti Celeb Salon Event. "My team and I were thrilled to create heads full of braids and beads in Betty Spaghetti's honor!"

Betty Spaghetti will be available in themed sets and with price points ranging from \$5.99 - \$19.99.

"We are delighted to present little girls everywhere with Betty Spaghetti - the hottest fashion doll to hit the market this year," says Martin Killgallon, Director of Marketing, The Ohio Art Company. "Our research has shown that there is a strong demand for Betty Spaghetti. Moms and girls really want a doll that can be personalized and that offers a fun combination of activity and fashion doll play", he adds.

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About The Ohio Art Company

Established in 1908 and headquartered in Bryan, Ohio, the Ohio Art Company is one of the world's best known toy companies and creators of the famous Etch A Sketch® drawing toy. Visit the Ohio Art Web site at: www.ohioart.com.