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Betty Spaghetti® - World's First "Mix Her Up" Fashion Doll with "Spaghetti" Locks - Debuts at Celeb Stylist Hair Salon Party in NYC

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

NEW YORK (August 13, 2007) - World-renowned hair stylist, Tim Rogers and his team of hair gurus to stars like Sandra Bullock, Kristin Cavallari, Rachel Weiss and Kate Moss, created "Spaghetti-inspired" locks on a crowd of NYC girls to help launch the year's highly anticipated new fashion doll, Betty Spaghetti. 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 - which hits retail stores this month - to appeal to today's girls.

"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 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!"

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

"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.

Betty Spaghetti will be available in themed sets and with price points ranging from \$9.99 - \$19.99. In addition, Betty Spaghetti "Stylin' Heads" will also be available for \$5.99.

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About Ohio Art

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.