



## FOR IMMEDIATE RELEASE

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### **OHIO ART'S STYLISH FASHION DOLL BETTY SPAGHETTY<sup>®</sup> CELEBRATES HER COMEBACK WITH ALL NEW MAKEOVER**

*New outfits, trendy accessories and signature strands of spaghetti hair adorn the re-vamped Betty Spaghetti as she is unveiled at the 2007 Toy Fair*

NEW YORK (February 11, 2007) - Ohio Art's fashion icon is back in style today as the new re-vamped version of the popular mix and match fashion doll, Betty Spaghetti makes her debut appearance at the 2007 American International Toy Fair. She enters the market with a complete makeover, featuring a wardrobe full of the hottest new outfits, a collection of trendy accessories, and an array of beads and charms to accessorize her signature spaghetti-like locks.

Betty Spaghetti will be back with a totally cool look that features interchangeable body parts, beading and original hair play, making Betty Spaghetti the only doll to combine activity with traditional fashion doll play for girls ages 4 to 11. Available in a variety of design themes such as Wild Style<sup>™</sup>, Fashion Frenzy<sup>™</sup>, and Go-Go Glam<sup>™</sup>, each 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.

Hitting store shelves this Fall at major retailers, 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.

"Betty Spaghetti is being brought back by popular demand," says Larry Killgallon, President of the Ohio Art Company. "Our research has shown that there is a strong demand for Betty Spaghetti as moms and girls look for a fashion doll that has her unique, one of a kind combination of activity and doll play. We're confident that the new Betty Spaghetti will be a hit with these girls and their moms," he adds.

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#### About Ohio Art

Visit the Ohio Art Web site at: <http://www.world-of-toys.com>. 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<sup>®</sup> drawing toy.