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THE OHIO ART COMPANY UNVEILS NEW LINE OF K'S KIDS[®] TOYS THAT BURST WITH COLOR AND FUN AS THEY BUILD DEVELOPMENTAL SKILLS

New infant and toddler toys boast extensive play value and interactive entertainment for Ohio Art's youngest audience

BRYAN, OH (February 15, 2008) – The 2009 line of K's Kids developmental toys launched today featuring more than a dozen innovative and engaging playthings for infants and toddlers. Bursting with colorful features, silly sounds and interactive play options, the new toys foster developmental growth while providing endless learning fun for toddlers and preschoolers alike.

From a singing birthday cake to a giant playmate that transforms into a comfy inchworm, the new and unique K's Kids products provide kids with exceptional play value keeping them amused and engaged – all while building essential skills. With a focused step-by-step approach to developmental growth, the new products stimulate the senses and target specific skill sets such as gross and fine motor skills, communication skills and cognitive skills.

Coming on the heels of a year filled with accolades for its 2008 product line including awards from iParenting Media, Creative Child and Toy Insider, K's Kids expects the new collection to exceed not just mom and dad's expectations – but the child's as well.

"We are thrilled to unveil the new 2009 line of toys from K's Kids today at the American International Toy Fair!" says Martin Killgallon, Senior Vice President of Marketing and Product Development. "This year's products retain the exceptional level of quality and the outstanding innovation and design that K's Kids is known for. We are confident that the toys will become instant favorites of parents and children alike," he adds.

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The new 2009 K's Kids lineup includes:

My Singing Birthday Cake (SRP: \$49.99, 12 months +) Everyday is a birthday with this colorful learning cake! Keeping with the birthday tradition, children take turns lighting the candles, singing along to the musical birthday song and blowing out the candles. Slices of cake can then be shared among friends.

Boss in Action (SRP: \$39.99, 6 months +) – Boss is a blue dinosaur that keeps baby entertained with colorful accessories and embellishments including a squeaking body and feet, crinkling fins, rattling ball, mirrors, clicking flowers and textured spots providing baby with plenty to discover. Boss in Action also features a removable baby Boss tucked in his front pocket.

Baby loves Julia, Day n Night (SRP: \$35.99, 18 months+) A K's Kids character favorite, Julia is now available in a fold-up play set packed with everything needed to take care of the little doll. Encased in a soft and flexible play mat, Baby Loves Julia comes complete with dress-up outfits, a bed for nighttime and a teddy bear to cuddle with. When playtime is over, the play center folds up into a handbag – making it perfectly portable for trips to grandma's house!

Big & Big (Cushions and Play Mat) (SRP: \$99.99, 0 months+) A convertible play center, Big and Big is an oversize inchworm play center composed of a series of soft cushions providing baby with a cozy corner to play. Complete with a removable blanket, Big & Big transforms from a giant play mat into a huggable piece of soft furniture for baby to sit or lay on until its time to play again.

Magic Chit-chatting Farmyard (SRP: \$39.99, 18 months+) A carry-along farmyard toy, the Magic Chit-chatting Farmyard features four different farm animals each of which comes alive through sounds and music with a wave of the magic wand. The farmyard even comes complete with four matching finger puppets featuring mini versions of the farm animals, which children can match to the animals' mothers.

Shape Sorting Friends (SRP: \$29.99, 12 months+) This developmental shape sorting block set features three stages of learning fun. The three toy character tubes are primarily used as teether early on, and can later be inserted into the matching soft blocks through each corresponding shapes openings. Children can then learn all about shapes when they begin to stack the blocks, which each feature pictures of objects and shapes on each face.

Baby Lovers (Light n Sound) (SRP: \$27.99, 0 months+) A companion to babies in the stroller, crib or in their little hands, Baby Lovers are a collection of electronic toys that sing, laugh, talk and twinkle. Activated with a simple squeeze or hug, Baby Lovers amuse children with light and sound resulting in a sense of security for baby.

Rollin' Ryan (SRP: #14.99, 6 months+) Roll Ryan to hear the rattling sound that comes from his big wheels. Babies can watch the jumping beads and the rotating flower in Ryan's tummy as he rolls.

Stick N Spin Emma (SRP: \$14.99, 6 months+) A baby's best friend, Emma the chicken suctions to the table of a high chair or stroller – preventing her from falling – as baby plays with the rolling rattle on Emma's tummy.

Turto Parade (SRP: \$16.99, 9 months+) One little, two little, three little turtles! Each of the turtles latch onto each other as they roll along. Babies can wind up the flower on top of Daddy Turto and watch as he waggles along.

Pelican Walk About (SRP: \$14.99, 6 months+) Babies help the pelican exercise by walking him on his big clicking feet. Massage his wings and squeak his head, then smile into the mirror.

Under Construction! (SRP: \$34.99, 12 months+) Baby helps with the road construction by pounding Patrick and his friends on the head with his hammer. A great exercise for baby's arm muscles, the character toys produce silly sounds when hit.

Press n Go Inchworm (SRP: \$14.99, 6 months+) A colorful inchworm toy, baby pushes down on the worm's back and watches as it springs forward and rolls! Featuring rattles as rolling wheels, the inchworm teaches baby about cause and effect.

The new K's Kids line of developmental toys from Ohio Art will be available at specialty retailers in Spring 2009.

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About K's Kids

Launched in 1997, K's Kids is a series of toys specially developed for babies and toddlers. Using the best and the safest materials to produce toys that are adorable, educational and fun to play with, K's Kids toys are selling in over 53 countries and enjoyed by millions of babies and toddlers. With a product development team includes psychologists, child development experts and parents, K's Kids concepts have been highly recognized by the toys industry, and won a number of world renowned awards.

About Ohio Art

Creators of the famous Etch A Sketch[®] drawing toy, The Ohio Art Company remains one of the world's most widely recognized toy companies since its establishment in 1908. The Ohio Art Company is committed to developing toys that encourage creativity and learning while providing hours of enjoyment, encouraging self-expression and promoting positive development. The company also proudly markets specialty toys including K's Kids[®], a line of toys specially developed for babies and toddlers. Visit the Ohio Art website at www.ohioart.com.