



For Immediate Release

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**K'S KIDS® BUILDS ON SUCCESS AS NEW LINE OF DEVELOPMENTAL TOYS
ROLLS OUT AT 2007 TOY FAIR**

NEW YORK (February 11, 2007) — Ohio Art's K's Kids® line of award winning, high-quality, fun and imaginative developmental toys for infants and toddlers is introducing a broad array of new learning toys here today at the 2007 American International Toy Fair.

Building on the enormous response the toys have received over the past two years, K's Kids has developed and introduced a new series of smart-play toys that include building blocks, stroller accessories, and bath toys that aid in self-discovery learning, auditory and visual awareness, and logical development for babies.

K's Kids has repeatedly won awards for its high quality products that stimulate development at different stages of growth with stimulating sounds, mesmerizing textures, and bright colors that babies are sure to enjoy.

The New 2007 K's Kids lineup includes

I am the Boss (SRP: \$98.00, 6 months +) – A blue dinosaur with 60 balls zipped up inside his tummy, Boss offers multiple play options for babies of different ages and stages of development. Whether pulling him along or parked inside of his pool of balls, Boss provides companionship and a sense of security that only a friend his size could offer.

Senses Simulation for babies 6-12 months – Boss features bright patterns and colors, a variety of textures, crinkling spine, squeaky face, and a reflection mirror to stimulate a child's senses in the early stages of development.

Learning & discovery for children 12-36 months – Kids can discover holes in Boss' body that allow them to reach inside and access the colorful, plastic balls in order to learn their size, color and shape. These learning and discovery activities benefit both the brain and small muscles.

Block N Learn (SRP: \$35.99, 9 months +) – Whether enjoyed alone or with others, blocks are a classic, long-term smart-play toy. Consisting of 12 cubes and 8 triangular blocks, children can use their imagination with the Block N Learn set to construct towers or houses as the blocks pave the way for discovery and intelligence development.

Eye-hand coordination & logical thinking are strengthened with the block puzzle.

A variety of face cubes including "number faces", "peek-a-boo faces" along with several pictures shown on the cubes enable kids to learn consequence, counting and matching.

Hang N Clip Toy (SRP: \$21.99, 5 months +) – This multi-usage hanging toy helps encourage a baby's growing awareness of the world. Extremely versatile, the toy can either be suctioned, clipped or tied to allow for use in the car, stroller or cot.

Whale – Features a variety of rattle sounds to relax and calm babies. Also boasts a big whale mouth, perfect for little fingers to nestle into.

Frog – Contains a mirror to provide visual stimulus and self-discovery learning. Also features a rattle and squeaker to simulate auditory awareness.

Floating Whale (SRP: \$24.99, 9 months +) – A bath time collection featuring a floating whale and three little fish, children build their logical development skills by dropping each fish into the whale's top hole and watching it fall out of his mouth. The whale can also be suctioned to the wall for drying.

Learning Shoes on Little Feet (SRP: \$28.00, 12 months +) – A new version of K's Kids' award-winning "Learning Shoe", this updated pair of soft, plush shoes encourage kids to learn all six dressing skills including shoe lacing, buckling up, snapping, buttoning, zippering and using Velcro.

"We are thrilled that since we introduced the K's Kids line in the U.S., parents across the country have embraced the toys for their babies and toddlers," stated Martin Killgallon, Director of Marketing. Coming into our third year, we are pleased to offer a whole new collection of developmental toys."

The new 2007 K's Kids line of developmental toys will be available at specialty retailers in June 2007.

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About K's Kids

K's Kids toys are available in specialty stores, catalogs and websites throughout the United States. Visit www.kskids.com to learn more about this amazing developmental toy line.