

FOR IMMEDIATE RELEASE

PLAYMATES TOYS SADDLES UP FOR FUN WITH



Four Hip Fashion Model Horses With A Sassy Style Step Into Stores This Spring!

COSTA MESA, CA – Fashion’s back, and it’s got a brand new name! Galloping to stores this Spring from Playmates Toys, ***Struts, Step Into Fashion*** features a collection of four fashion forward horses, all with a unique sense of style, glamour and attitude. Hailing from all across the globe, each sassy Strut will come with her own collectible card which features a head shot and a personal bio, describing which corner of the world she hails from and what her likes and dislikes are, just like a real model! Little girls will experience trendy fashion play with the Runway Magic and Tropical Shoot lines, which each include four horses – Rio, Sydney, Milan and Sierra – and come saddled with interchangeable hair pieces, their own compact with unique hoof identification and trendy fashion accessory pieces. Struts fashion accessory packs will also be sold separately in various combinations including hair accessories, sparkly outfits, slippers, sunglasses and more. ***Struts, Step Into Fashion*** horses will be available for the retail price of \$14.99 while the accessory packs will be sold for \$5.99. All items are for ages 4 and up.

Struts Fashion Horses

Featuring a head shot collectible card, these poseable horses with fashion flair also come with hoof signature marks, great interchangeable hair and accessories. The following girls come in both the Runway Magic and Tropical Shoot lines. The fashion-friendly divas include the following:

Rio (6" doll)

Hailing from Rio de Janeiro, this brainy girl enjoys dancing, skiing and snowboarding. She is fluent in French, Portuguese, Spanish, English and Sign Language. Her favorite food is French fries and she loves the color green.

Milan (6" doll)

Milan, also known by her nickname "Mia" loves cooking, painting and visiting museums. From Milan, Italy, this creative and hip horse can play the piano and adores lasagna and the color purple. Her birthday is May 6th and her biggest fear is the dark.

Sierra (6" doll)

Born on Valentine's Day, Sierra, the sportiest of the horses loves gardening, kayaking, all shades of blue and pizza. Born in South Lake Tahoe, California sporty "Sia" specializes in floral design and team leadership. Her biggest fear is snakes.

Sydney (6" doll)

Sydney, also known as "Syd" is named after her birthplace Sydney, Australia. Born July 12th, this silly fashionista loves singing, scuba diving, volunteering at animal rescues and the color pink. She is afraid of heights, but is a very good teacher and loves eating anything sweet.

Struts Accessory Packs

Featuring a variety of combinations, several individual theme-accessory packs will be available, including the ***Steppin Out Collection*** and ***Flirty Fun*** packs, each complete with a fun fashion outfit (skirt and top), shoes, handbag, necklace and earrings. Relax and pamper with a spa-themed pack including a terry cloth robe, slippers, towel, bag, duck sponge and shampoo bottle; a hair-care package features grooming necessities including headband, barrettes, hair falls, hat, scarf and sunglasses. Each will be sold for the suggested retail price of \$5.99.

About The Playmates Toys Company

For more than 40 years Playmates Toys, Inc. has been one of the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in both the creation of innovative and imaginative products as well as the development and management of profitable, long-term brand franchises.

With proprietary and licensed brands among its slate, Playmates Toys is a leader in creating both original and popular entertainment toy lines. Core licensed character and entertainment brands include 4Kids Entertainment's Viva Piñata™, Disney Fairies, Disney® Princesses and classic characters, Universal Studios' "Land Before Time," American Greetings Properties' and Dic Entertainment's "Strawberry Shortcake," and 4Kids Entertainment/Mirage Licensing's "Teenage Mutant Ninja Turtles." Among the company's best-known proprietary brands are the unique water-filled "Water Babies®" doll and the radical robots known as R.E.V.'s, as well as the "Amazing" interactive dolls and special feature plush toys. From its offices in Hong Kong, China and the United States, Playmates designs, develops, markets and distributes its products in over 60

countries worldwide. Playmates Toys, Inc., is a division of Playmates Holdings Limited, a Hong Kong-based company whose stock is traded on the Hong Kong Stock Exchange.

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