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THERE'S "NOAH" DOUBT ABOUT IT... ANIMATES INSPIRE TWICE THE IMAGINATION AND TWICE THE FUN

ImagiPLAY's New AniMates Are Fun Times Two

Boulder, CO (December 13, 2006) — If as a child, Noah (that noteworthy Ark-builder) had played with ImagiPLAY's newest wooden animal line, *AniMates*, he might have played "the great flood" game in his bedroom a few times before the actual event took place. But, alas, while Noah was chosen in one way, he did not receive that particular blessing.

AniMates is a brand new line of beautifully hand-crafted wooden animals that will provide children with two times the imagination and fun. That's because AniMates come two-by-two: one female and one male, that is. To see all 16 animal pairs, sail your way into ImagiPLAY's Ark in **booth 6438** at the American International Toy Fair in New York City. Here's what you'll find:

AniMates – Each male/female set of these magnificently-made rubberwood animals will inspire children to use their imaginations for hours of open-ended play. The beauty of rubberwood is that this plantation-grown wood is splinter-free and environmentally friendly. These Dutch designed animals are handcrafted, heirloom quality and come in either natural wood or hand-painted styles.

With a suggested retail of \$4.99 - \$5.99 per set AniMates are perfect for retailers looking to sell high-quality, lower-cost items. Available by the following continents:

African Pairs



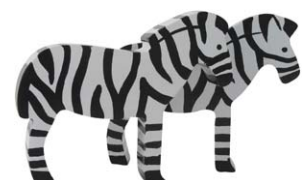
Elephants



Giraffes



Lions



Zebras

North American



In addition to the launch of AniMates, ImagiPLAY is also adding several brand new imagination-filled adventures to its popular and award-winning wooden play set series. The new sets all retail for \$27.99:

A Day at the Rodeo – There will be lots of “yippee-ki-yay’s” coming from the kids as they play with this western-themed rodeo play set. Includes a bucking bull, bucking horse, barrel racing horse, with removable and interchangeable riders for all. Each set also has a rodeo clown, barrel, fencing and start gate.



African Safari – Are there elephants in the den or are your children starting to imagine themselves on a genuine African safari? Includes baobab tree, baboon, antelope, zebra, lion, rhino, elephant, giraffe, family and rolling jeep.

Vision Quest – Don’t be surprised if the kids want to sleep in a wigwam after playing with this imagination-inspiring play set. Includes Native American family, horse with rider, fire with pot, prairie dog, beaver and buffalo with a Take 'n Play cloth tipi! The tipi is fun to play with in the game and then stash all the pieces inside, grab it by its loop and go!



All of ImagiPLAY’s wooden play sets, puzzles and toys have been designed by the legendary Dutch toymaker, Ferdinand Swart. Each one of the vibrantly colored and fun-looking pieces is hand-crafted and hand-painted in Sri Lanka at a small, family-run factory.

ImagiPLAY has been making high-quality building blocks, and wooden play sets and puzzles that inspire children's imaginations since 1998. It believes that the most enduring toys are ones that simply act as a spark, leaving the child to discover the world on his or her own terms. Open-ended toys enable a child to explore and discover how to control their environment and manipulate the objects within it.

For more information, please visit www.ImagiPLAY.com.