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Artistic Toy Appoints McKinley Promotional Marketing, Inc.

-- McKinley Challenges South to Rise Again ---

Allentown, PA, March 18, 2009 - Artistic Toy announces the appointment of McKinley Promotional Marketing to represent their soft plush toy product line in 10 Southeastern states. McKinley's territory includes Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia.

Jim McKinley, MAS will be taking his 25 years of promotional marketing experience to more than 30 regional tradeshows in the Southeast with a new dimension as he challenges his existing relationships to "Building Character" with Artistic Toy.

"Artistic Toy is one of the most forward thinking suppliers in the industry that has taken its popular product line and given it a greater usefulness than its competitors in stuffed animals." said McKinley. McKinley will be showcasing Artistic Toy's latest Interactive ToyTag™ technology at all tradeshows and client meetings. Visit www.artistic toysmfg.com/interactivetoy for product video, case study, and online demonstration. The new client data capture marketing technique marries memorable impressions to measurable ROI. Artistic Toy is using its Interactive ToyTag™ solution to engage prospects in a turn-key solution that allows its salespeople to demonstrate a product, present special offers, and deliver the quickest response rate in the Industry. This solution has helped reduce administrative paperwork for McKinley by getting sample requests done in minutes with the click of a button.

Jim Socci, President of Artistic Toy said, "In today's Promotional Products industry, the traditional distributor salesperson is changing focus to a marketing agency promotional consultant, therefore Suppliers need to demonstrate the value they can offer to these consultative salespeople. An

experienced representative like Jim McKinley introducing solutions like Interactive ToyTag™ is what we need to reach these salespeople and increase Artistic Toy's market share in the South."

About Artistic Toy

Artistic Toy Helps You Build Character. Artistic Toy's plush toys are great for all types of corporate occasions, including Incentive, Brand Recognition, Education, and Business Development Programs. You can choose from a wide selection of stock toys that can be delivered with imprint in less than 15 days or Artistic Toy can build a custom Plush prototype from a picture in 24 hours. Our clients always get a high quality, highly buzz-worthy giveaway, and when they use our Create Your Own™ custom toy service, it makes an even bigger impact. Our quality and production processes are all designed to deliver on time and impress clients when they receive their stuffed plush toys. Consider Artistic Toy when you want to distinguish your brand with a Character, build programs with extraordinary response rates, and deliver solutions that create a measurable return on your marketing investment.

About McKinley

McKinley Promotional Marketing represents a group of top suppliers in the Southeast who are well established in the Promotional Products Industry and offer great value to the distributor with quality products at competitive prices and excellent service. McKinley Promotional Marketing sends out weekly emails in McKinley News releases that keep the distributor up to date on current promotions and selling ideas that feature new products, what is hot and who is buying and where sales are being generated. Our web site offers product search capabilities for the products of the suppliers we represent at www.mckinleyreps.com.

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