

FOR IMMEDIATE RELEASE

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Artistic Toy Launches FREE Global Toy Giving Campaign

-- Toy Giving Program to Educate on Product Safety & Restore Public Confidence ---

Allentown, PA, January 8, 2009 - Artistic Toy announces they will donate tens of thousands of stuffed animal plush toys to community organizations over the next 30 days. This act of philanthropy was inspired by the need to promote the US Government's new standards on toy safety and restore public confidence in the international supply chain.

Plush Toy donations will be made through the Company's distributor partners encouraging them to call on community organizations like charities, churches, children's homes, police departments, and fire departments. This grass roots approach will educate the community on the peace of mind that is added by the Consumer Product Safety Improvement Act and the importance of working with experienced marketing consultants who partner with product experts. Participants in the program will have the ability to receive an assortment of stuffed toys just for the cost of shipping. If the organizations would like to personalize these toys with logos and messages, Artistic Toy will add imprints to the toys for only the cost of assembly and ink.

Members of the Promotional Products Association International or Advertising Specialty Institute can visit www.artistic toysmfg.com/globalgiving.html to put in order requests through February 6, 2009.

Artistic Toy will also host a web conference, "Consumer Product Safety Improvement Act – Distributor's Responsibilities" on January 30, 2009 at 2:00 PM EST. To register for this FREE web conference, please visit www.artistic toysmfg.com/webinars.html.

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 marketing piece, 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.

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