



**FOR IMMEDIATE RELEASE**

**TAGGIES™ COLOURS TOSS WINS OPPENHEIM  
GOLD SEAL AWARD**

*One of Four Taggies Products Recognized for High Quality, Superior Design  
and Outstanding Interactive Play by Oppenheim in 2009*

Spencer, Mass., April 21, 2009 – [Taggies, Inc.](#), the award-winning line of children’s products featuring patented, multi-textured, looped satin tags, was honored today with an Oppenheim Gold Seal Award for its TAGGIES™ Colours Toss. The Colours Toss is one of four Taggies products to win the Gold Seal Award in 2009. Three Taggies plush items created by Taggies licensee, Mary Meyer, also received an Oppenheim award in 2009. They include the TAGGIES™ Colours Soft Caterpillar, TAGGIES™ Naturals Organic Soft Pony and TAGGIES™ Naturals Organic Soft Puppy.

“We were thrilled to have Taggies products recognized multiple times this year by Oppenheim for our quality and likeability,” said Danielle Ayotte, co-founder of Taggies, Inc.

“The Oppenheim awards are particularly important to us because the toys are not only tested by childhood experts but by children themselves – we can’t ask for a better product recommendation than that,” added Julie Dix, co-founder of Taggies.

“Our expert testers and kids awarded TAGGIES™ Colours Toss with high marks for being fun and engaging,” said child development expert Stephanie Oppenheim of toyportfolio.com. “This year, as parents are looking for recession-proof toys to purchase for their children, the TAGGIES™ Colours Toss is one of the products that should be at the top of the list.”

TAGGIES™ Colours Toss features rich, soft fabrics that explode with vibrant colors. Edged with an array of engaging tags on the outside and a musical rattle inside, the Colours Toss provides children with tactile, visual and auditory stimulation. The eight-inch diameter ball has a manufacturer’s suggested retail price of \$19.95.

The Oppenheim Toy Portfolio was founded in 1989 as the only independent consumer review of children's media. Oppenheim tests and reviews products for children year-round and sends the best products to its families of testers for further evaluation. Criteria used for evaluation includes: developmental and educational skills, encouragement of interactive play, age appropriateness. Childhood development experts, Joanne and Stephanie Oppenheim are monthly contributors on NBC's Today Show.

***About TAGGIES™:*** In 1999, moms Julie Dix and Danielle Ayotte co-founded Taggies, Inc. and were producing and packing their exclusive patented blankets out of their basements. Today, TAGGIES™ licensed and core product lines include blankets, plush, activity toys, interactive apparel, and books. Taggies is sold online at [www.taggies.com](http://www.taggies.com) and at more than 4,500 independent specialty shops, upscale catalogs, and premium department stores nationwide and internationally. Taggies can be found on Facebook at: <http://www.facebook.com/pages/Taggies/62371568478>. All Taggies products are completely safety tested and meet or exceed all applicable safety standards.

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