



FOR IMMEDIATE RELEASE

TAKE-A-LONG TAGGIES™ TRAVEL TOY WINS BABYZONE'S 2008 'TOP TOYS FOR BABIES' AMAZING TOY AWARD

Spencer, Mass., November 18, 2008 – Taggies, Inc., the award-winning line of children's products featuring multi-textured, looped satin tags, announced today that its Take-A-Long TAGGIES™ travel toy was awarded a BabyZone 2008 Amazing Toy Award. Products that receive this distinction from BabyZone are selected based on their durability, play value, and ability to encourage physically and mentally active participation.

“Being named one of 11 companies to receive a Top Toys for Babies award is a great tribute to Taggies and validates all the hard work we've done to ensure that authentic Taggies blankets and toys are made of the highest quality for infants and toddlers,” said Danielle Ayotte, co-founder of Taggies, Inc.

Julie Dix, co-founder of Taggies added, “This award enables us to reinforce our message with retailers that Taggies products are safe, fun and promote both physical and mental stimulation – all of which are important to parents raising children today. The Amazing Toy Award is particularly significant because moms, dads and children have thoroughly tested our Take-A-Long TAGGIES™ and found it to be a great toy for their families.”

Take-A-Long TAGGIES™ travel toys are ideal for little ones on the go with a built-in teether ring and fun, squeaky sound. The teether ring easily snaps on to strollers, car seats, shopping carts, etc. The 5” triangle-shaped toy provides tactile stimulation with Taggies' soothing tags that kids love to rub surrounding all the three sides.



BabyZone.com was established in 1996 as a parenting website consisting of organized information that was quickly and easily accessible. Each year BabyZone invites over 100 manufacturers to submit their newest and coolest baby and toddler products of the year. Those submissions are then tested by families with children (0-24 months) for several weeks and the families are asked to provide their feedback. BabyZone then selects the top toys that are suitable for children that not only offer fun and entertainment, but encourage developmental skills as well.

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 and garages. Today, the TAGGIES™ licensed and core product lines includes small and large blankets, plush items, activity toys, soft balls, rattles, , crib sets, interactive baby apparel, and books and are sold at more than 4,500 independent specialty shops and premium department stores nationwide and in Canada, Europe, Australia, New Zealand and through more than a dozen catalogs, including RedEnvelope and The Right Start. Taggies' licensing partners include Scholastic Corp., Mary Meyer, International Playthings, Inc. and Rashti & Rashti. All Taggies products are completely safety tested and meet or exceed all applicable safety standards as set forth by the regulatory bodies of the aforementioned territories.

For more information about Taggies, Inc., or to schedule an interview with Julie Dix and Danielle Ayotte, please contact Erin Keefe at EKPR, 617-512-9498, erin@ekeefepr.com.

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