

FOR IMMEDIATE RELEASE

**TAGGIES™ INTRODUCES PEEK-A-BOO BLANKETS TO LINE OF
AWARD-WINNING CHILDREN'S PRODUCTS
AT TOY FAIR 2009**

*TAGGIES™ Peek-A-Boo Blankets Bring Cuddly, Soft Characters to Life
Through Use of Details, Fabrics and Color -- Promoting Interactive Play,
Visual and Tactile Stimulation*

Spencer, Mass., January 9, 2009 – [Taggies, Inc.](#), the award-winning line of children's blankets, plush, toys and apparel featuring patented, multi-textured, looped satin tags, will be introducing its new Peek-A-Boo blankets at Toy Fair 2009 in New York (booth #6325). Taggies will also have the official launch of its first organic line of blankets, the Naturals Collection, promoting environmentally friendly products for newborns and up.

TAGGIES™ Peek-A-Boo Blankets

Taggies, known for a decade for its patented tagged blankets that promote visual and tactile stimulation, introduces a fresh new concept to its line and encourages interactive play with the introduction of its Peek-A-Boo blankets. TAGGIES™ Peek-A-Boo blankets feature Taggies' finely stitched colorful characters coming to life with their two-dimensional plush faces "peeking" over the front and cute character details on the back. Peek-A-Boos mimic real animals with their extensive detail, unique cut out shapes and intricate design elements. By combining the feel of a soft blanket with the cuddle of a plush stuffed animal, TAGGIES™ Peek-A-Boo Blankets provide both soothing comfort for rest and interactive fun for baby and toddler playtime.

Taggies Peek-A-Boos utilize satins, ultra soft boa, appliqués and embroidery to capture the spirit of each warm character. The Peek-A-Boos are available in three cuddly animals: Rubbina the Giraffe, Rub-A-Cub the Bear, and Buddy the Dog. Edged with Taggies signature tags to rub and comfort, the Peek-A-Boo blankets are 14"X14"; MSRP: \$32.00.

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TAGGIES™ Naturals Collection

In addition, Taggies will officially unveil its first line of organic blankets, the TAGGIES™ Naturals Collection, at Toy Fair. Taggies Naturals are ideal for the family that embraces an eco-friendly lifestyle and has both safety and the environment in mind. Little Taggies™ Naturals are made of 100% certified organically grown cotton fibers, pure silk ribbons and safe dyes. The 12" x 12" blankets are available in four sophisticated prints: Cotton Blossom; Summer Rain; Purely Patchwork; and Woodlands; suggested retail price is: \$28.95.

Complimentary to the breathable, lightweight Naturals blankets are a 10-inch organic soft puppy and soft pony as well as organic rattles in bunny, dog and bear shapes adorned with Taggies' multi-textured looped tags. This licensed Taggies stuffed animal collection may be purchased directly through Mary Meyer. The 10" puppy and pony suggested retail price: \$40.00 and the 5" rattles' MSRP is \$15.00.

Other new Taggies products on hand at Toy Fair can be purchased through its licensees: International Playthings, Inc., Mary Meyer and Scholastic:

- International Playthings (booth #403) My TAGGIES™ Rocker features a brightly colored giraffe surrounded by Taggies multi-textured satin loops. My TAGGIES™ Rocker is approximately 23"x25"x15" and MSRP: \$119.99
- Mary Meyer (booth #1155) TAGGIES™ Stuffed Animals Colours Collection features nine new items including a 13" Colours Soft Caterpillar with Taggies looped tags integrated throughout. The Colours Soft Caterpillar is 13" and suggested retail price: \$24.00.
- Scholastic (booth #2449) *My First TAGGIES™ Book: Who Do You See?* features colorful animals with the trademarked smooth tags that children love to play with while they are being read to. MSRP: \$12.99 U.S./\$13.99 CAN.

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. Taggies is sold online at www.taggies.com and at more than 4,500 independent specialty shops and premium department stores nationwide and in Canada, Europe, Australia, New Zealand, South Africa and through more than a dozen catalogs.

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., please contact Erin Keefe at EKPR,
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