



FOR IMMEDIATE RELEASE

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**PARADISE HORSES™ ENCOURAGE SERIOUS HORSEPLAY AMONG
COLLECTORS AND FUTURE EQUESTRIANS ALIKE**

GREENWICH, CT (February 17, 2008) - Paradise Horses, a full line of life-like, exquisitely crafted horses, ponies and play sets launched today at the American International Toy Fair in New York City.

Featuring a collection of horses, ponies, a series of riders as well as an array of clothing and accessories, Paradise Horses offers all that a child or collector needs to enjoy a true horse ownership experience. Hand painted and fully posable, each Paradise Horse features realistic anatomical details which are all jointed to simulate real movement. Highly detailed, the life-like horses boast brushable manes and tails, resilient bodies and mouths that open to accept a bit or carrot. Additionally, each Paradise Horse has its own name and personality, making each animal truly one-of-a-kind.

The Paradise Horses brand also features a series of English and Western Barn Buddies™ – a collection of women, men, girls and boys that, like the horses, are fully posable making it easy for them to ride atop the horses. The English riders are dressed in removable formal riding attire with their own riding crop. The Western riders come in removable Western riding attire, including hat, cowboy boots and buckle.

“Paradise Horses makes every child's dream of owning a horse come true with an experience that spurs imagination, breeds passion and grows with them to adulthood - fostering a passion that will last a lifetime,” says Amy Pennington, President, Paradise Horses.

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The 2008 line of Paradise Horses™ includes:

- **Horses** (Assortment of 5, SRP: \$49.99/each) – Each packaged with accessories including a halter, comb and carrot.
- **Ponies** (Assortment of 5, SRP: \$39.99/each) – Each packaged with accessories including a halter, comb and carrot.
- **English Barn Buddies** (Assortment of 8, SRP: \$19.99/set) – A set of women, men and children riders – each fully posable rider is dressed in removable formal riding attire with his or her own riding crop.
- **Western Barn Buddies** (Assortment of 4, SRP: \$19.99/set) – A family set of western riders – each fully posable rider is dressed in removable, authentic western wear, including a hat, cowboy boots and buckle.
- **Tack & Clothing** – Equipment and dress to outfit the horses and ponies, including Western and English tack, fly bonnets and stable blankets.
- **Barns & Jumps** – A place for the horses to call home, the Paradise Horses line includes a two-stall barn, tack trunk and grooming box, along with several jumps.
- **Supply Sets** – Feed, grooming and stable cleaning sets.

“We have had an exceptional early response from retailers and consumers alike to our product line,” says Pennington. “With expanded distribution, an entertaining and interactive website, and increased consumer awareness, we are expecting 2008 to be an amazing year for our Paradise Horses brand.”

Paradise Horses are recommended for ages 5 and up and will be available at specialty retail stores. The interactive website is located online at www.ParadiseHorseClub.com.

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About Paradise Horses

Based in Greenwich, Connecticut, Paradise Horses re-creates the horse ownership experience - with a complete line of posable horses and ponies, as well as all of the tack, clothing and accessories required to keep a horse happy and healthy. Visit Paradise Horses at www.paradise-horses.com.