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**FOR IMMEDIATE RELEASE**

**International Playthings Introduces Fitness Fun Exercise Equipment for Kids**

**Parsippany, NJ (December 5, 2007)** – International Playthings, Inc. (IPI) today announced the launch of Fitness Fun – a new line of exercise equipment designed specifically for kids.

Three sturdy new kid-sized apparatuses make up the Fitness Fun line, including a treadmill, trampoline and step-glider; each created to encourage kids to engage in healthy, fun play patterns whose benefits will last a lifetime.

“We are extremely pleased to be adding Fitness Fun to the IPI portfolio of products this year,” says Ticia Will, Senior Product Manager for International Playthings, Inc. “There is nothing more natural or healthy for a kid than running, jumping and generally burning off the boundless energy that every kid has and every adult envies. Fitness Fun offers a safe, healthy way for kids to burn off all that energy virtually any time of day—right in their own home. It also allows them to share in and emulate an activity that has become a part of daily life for many moms and dads while developing habits that can have tremendous benefits throughout their entire lives.”

While clearly built and sized for kids, the Fitness Fun line of exercise products is made to endure the punishment dealt out by even the most dedicated workout enthusiasts. All three Fitness Fun products feature sturdy steel frame construction covered with padded foam for comfort and safety. Appropriate for health-conscious kids ages three years and up, each item can actually hold the weight of an adult up to 150 lbs. Finally, all of the Fitness Fun products offer workouts with minimal resistance to ensure healthy development of growing muscles, joints and bones.

IPI’s new Fitness Fun products include:



### **Bounce Around**



Fitness Fun's Bounce Around trampoline is perfect for indoor or outdoor play. The trampoline's heavy duty springs are covered for safety and durability, while the padded foam handle adjusts for children of varying heights. The jumping platform measures 32" in diameter and is 8 ¾" high. Bounce Around will retail for \$89.99.

### **My Treadmill**

Fitness Fun's My Treadmill is a manual treadmill featuring easy start/stop kid-driven rollers that are perfect for a low-resistance workout. Kids will love to emulate mom or dad's workouts with this fun piece of exercise equipment! My Treadmill will retail for \$119.99.



### **Glide-A-Stride**

Kids will enjoy exercise when they use Fitness Fun's Glide-A-Stride. The easy-swing gliders offer a low-resistance workout that is just like walking on air. Glide-A-Stride will retail for \$119.99.



The new Fitness Fun products will be available in later 2008 through specialty toy retailers nationwide, and online at [www.intplay.com](http://www.intplay.com).



**About International Playthings, Inc. (IPI)**

Since its inception in 1967, IPI has excelled in the delivery of innovative and entertaining products with integrity, superior play value and child developmental qualities to consumers. Over the course of its 40-year existence, IPI has grown to become one of the largest and most respected suppliers of quality products to the North American specialty industry.

A subsidiary of Grand Toys International, Limited, IPI offers a comprehensive range of proprietary and distributed brands comprising a wide variety of award winning play things including games, infant toys, preschool toys, dolls, educational toys and activity toys. Additional information on IPI, its brands and individual products can be found at [www.intplay.com](http://www.intplay.com).

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