



FOR IMMEDIATE RELEASE

July 26, 2006

Yottoy and Maisy: An Award Winning Combination

Yottoy is thrilled to announce that their irresistible Maisy soft toys and books have won a coveted Creative Child Magazine Award! The 2006 Creative Child Magazine panel which recognizes toys in the industry that nurture a child's creativity awarded Yottoy's Maisy Soft Toy & Book a SEAL OF EXCELLENCE AWARD. Yottoy's mission is to inspire the imaginations in children of all ages with their soft toy and book collections. Yottoy is extremely proud to receive this accolade from such an established and credible publication, Creative Child Magazine.



Yottoy's Maisy soft toys and books can be found at finer specialty stores such as FAO Schwarz, New York Public Library and Just for Kids. Yottoy, famous for its fabulous renditions of classic children's book characters such as Maisy, Paddington Bear, and the Velveteen Rabbit, has been in the plush and soft toy business for nearly a decade and are well regarded for their innovative use of fabrics and attention to detail. This devotion to excellence is apparent from their recent awards.

The Maisy book series combines reality with fantasy allowing for every day to be a new adventure. The fifteen year publishing phenomenon boasts over 100 different Maisy titles in print, which have sold over 21 million copies. The books are also published in over 27 languages, including those as diverse as Chinese, Hebrew, Icelandic, and Slovenian.

For more information about Yottoy, please contact Kate Clark, President of Yottoy Productions, Inc.
7 West 34th Street, #1045, New York, NY 10001. Telephone: 212-594-2202. Fax: 212-594-1433.