

edplay advertisers get more *marketing* for their money.

New Product Feature (Jan, May, July, Nov Issues)

Norscot: www.norscot.com

With a range of moving parts and great attention to detail, the new Cat 950H Wheel Loader model accurately depicts, in 1:50 scale, the real Caterpillar machine. Collector-quality features include articulated steering, a bucket that scoops and dumps, a boom that raises and lowers, clear, opening windows that reveal interior cab details, the latest Power Edge trade dress graphics and rolling wheels with authentic tire tread design.



Product Showcase Ad (Mar, Sept Issues)

Little carpenter pixies

HABA®

1-800-468-6873
www.HABAusa.com

Online Vendor Specials Ad for Retailers (All year long. Update your ad every three months.)

BRIK-A-BLOK

FREE SHIPPING
MINIMUM ORDER 25 UNITS

www.brikablok.com

Company Listing (Nov Issue)



International Playthings Inc.

75D Lackawanna Ave.
Parsippany, NJ 07054
(973)316-2500 / (800)631-1272
Fax (973)316-5883
www.intplay.com
International Playthings, Inc. (IPI), with well over 35 years in the toy market, is and continues to be one of the largest suppliers to the North American specialty industry with innovative and entertaining products known for their superior play value and child developmental qualities. IPI's offerings include award-winning proprietary brands such as Earlyyears® (infant developmental playthings), iPlay® (toddler & pre-school playthings; board, card & action games; and outdoor toys), and Imaginetics™ (magnetic play sets). In addition, IPI distributes other well-known, award-winning brands including Tomy®, Quercetti®, Viking Toys®, Calico Critters™, Smoby, Götz®, Instant Magic™, and Mighty World™, to name a few.
See ad p. 13

Industry News Announcement (Jan, Mar, May, July, Sept, Nov Issues)

Safari Ltd. has launched a new website at www.safariltd.com. Site navigation and online ordering have been improved, but users' login information and passwords remain the same. Safari customers needing further assistance or information should contact Jason Jiang by phone at 800-554-5414 ext. 175 or by e-mail at jasonjiang@safariltd.com.

Reader Response Ad Info (Every Issue)

FAST FACTS AD INFO



OCTOBER 2009

| Company | Page | Web Site | Phone Number | Contact | E-mail Address |
|--------------------|--------|--|---------------|-------------------|--|
| A Wish Come True | Pg. 8 | www.awishcometrue.com | (800)755-2248 | Renee Stojek | renee@awishcometrue.com |
| ABC Kids Expo | Pg. 16 | www.theabcshow.com | (210)691-4848 | Eric Seemann | eric@theabcshow.com |
| Bananagrams | Pg. 17 | www.bananagrams-intl.com | (401)781-9649 | Travis Mullen | bgramsart@me.com |
| BC USA | Pg. 8 | www.bcmini.com | (800)592-9000 | Eriko Yamada | mac@bcmini.com |
| Brik-a-Blok | Pg. 41 | www.brikablok.com | (450)646-2221 | Marie-Jose Nobert | mj.nobert@brikablok.com |
| Buffalo Games Inc. | Pg. 19 | www.buffalogames.com | (800)832-2331 | Laurie Mahoney | LMahoney@Buffalogames.com |
| Corolle Dolls - LM | Pg. 44 | www.corolledolls.com | (800)668-4846 | | info@corolledolls.com |