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## NO TALL TALE, PETER RABBIT PLUSH WIN THREE OPPENHEIM GOLD SEAL AWARDS

East Windsor, N.J. (April 22, 2009) – Plush toys that are based on the classic children’s book *The Tale of Peter Rabbit*, aren’t just soft and cuddly, they’re award-worthy. The Oppenheim Toy Portfolio recently awarded three of the latest Peter Rabbit™ plush from Kids Preferred with their Gold Seal Award.

Here’s what the Oppenheim Toy Portfolio had to say about the products:

**Peter Rabbit Hand Puppet-** A silky plush Peter Rabbit with velour blue jacket with stitched gold buttons and safe stitched features. Soft enough to be a huggable, this has the added value of being a hand puppet that older siblings and parents can use for peek-a-boo games with baby. This is a great toy for interacting, language development and pretend play. Peter Rabbit Hand Puppet is 10.5”. Suggested retail: \$16 • Ages 6 months+



**Peter Rabbit and Aunt Jemima Rattles-** Perfect for tracking and for little hands to clutch later, these soft rattles have a quiet sound, a lovely feel, and a lovable look. Features are stitched for safety and they have interesting textures. The velour covering is has both a smooth and waffled textured and trims made of cotton knit. Rattles are 5”. Suggested retail: \$8 each • All Ages

**Waggie Musical Peter-** Peter Rabbit is all done up in his blue jacket with textured velour and stitched brass buttons, his long ears sit above a face done with stitched features and he’s clutching a bright orange carrot. Wind him up and he plays *Brahms Lullaby* while his head moves slowly. Waggie Musical Peter is 10”. Suggested retail: \$25 • All Ages



The Oppenheim Toy Portfolio Gold Awards are given to outstanding new products that enhance the lives of children. They are only awarded to children’s products that are “outstanding in terms of design, quality and fun.”

### About Oppenheim Toy Portfolio

The Oppenheim Toy Portfolio was founded in 1989 as the only independent consumer review of children’s media. According to their website, “we test and review products for children the year-round-- only we get to do what most parents wish they could do before they buy. We open the toys, run the videos, read the books, and play the music. We send the best of these products on to our families of testers for further evaluation.” The mother-and-daughter Oppenheims, Joanne and Stephanie, are contributors on NBC’s Today Show. Visit their website at [www.toyportfolio.com](http://www.toyportfolio.com) and Stephanie’s blog at [www.toyportfolio.wordpress.com](http://www.toyportfolio.wordpress.com)

### **About Kids Preferred, LLC**

Kids Preferred, LLC is dedicated to creating superior quality, innovative soft toys and gifts for children of all ages using unique, playful designs that help instill a love of learning and create everlasting childhood memories. They serve the specialty, juvenile, gift, and better department store trade. The Company's distinctive soft and plush toys and gifts are marketed under the Company's own Kids Preferred™ brand and through licensed brands including amazing baby™, asthma friendly®, The World of Beatrix Potter™, Madeline™, Charlie & Lola™, The World of Eric Carle™, Elmer, Naturally Better Peter Rabbit™, Emily Goes Wild, Guess How Much I Love You™, Harley-Davidson®, NASCAR™, The Snowman™, Between The Lions® and Spot™. For more information, visit their website at [www.kidspreferred.com](http://www.kidspreferred.com).

### **About Beatrix Potter**



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