



## FOR IMMEDIATE RELEASE

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## Cool, Wild and Sassy New Plush

New York, NY - (February 9, 2011) - It's a tradition that Wild Republic will offer all new, unique animal species to its plush lines to be revealed at Toy Fair 2011. The company has a knack for knowing the next big thing in the

consciousness of consumers, from Hanging Monkeys and Snakes to Frog and

Penguin trend favorites.

The company has been internationally acclaimed for its unbelievable assortment of different animals that are always exacting to the fine details and specifications of each and every individual species of animal, from basic Black Bear and Asian Elephant to Komodo Dragon and Kangaroo Rat. However, in addition to its all-new exacting species extensions, Wild Republic has sweetened up the 'cute-factor' of some new plush lines with embellishments, vibrance and voices.

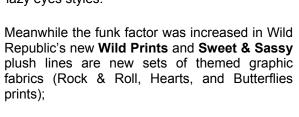
While Wild Republic expanded its best-selling Cuddlekins brand by adding a selection of Mommy and Baby sets, the plush lines with amazing eyes will be watching everyone at Toy Fair.

The WOWs, glow-in-the-dark googly-eyed plush, has added a rat, hedgehog and hamster to its hot-selling bush baby and lemurs, and some WOWS will also be offered with new huggable,

squeeze-activated amplified "wow" sounds. The new Wild Watchers are high



quality, extra soft fabric animals with large eyes that seem to follow you around. New Wild Watchers include a squirrel, chipmunk, fawn, skunk, bear, and a selection of dinosaurs. among other animals. Some Wild Watchers will have squeezable sounds too. Cool Beans are a line of small, fun, whimsical plush featuring big lazy eyes styles.







Wild Republic, the nature toy brand of K&M International, Inc., is a preeminent brand of action-driven, nature-themed toys designed to spark a child's imagination and educate about the wonders of the wild through creative play. K&M International, Inc., headquartered in Twinsburg, Ohio, near Cleveland, is the leading provider of nature-themed toys to the specialty toy and gift markets. The brands' consumer Web site is located at www.wildrepublic.com.