

FOR IMMEDIATE RELEASE

CONTACT: Lisa Orman
KidStuff Public Relations
608-767-1102 or
Lisa@KidstuffPR.com



CELEBS AREN'T THE ONLY STARS PARTICIPATING IN THIS YEAR'S BABES IN TOYLAND PROGRAM

Nana Star Plushies and Books Included In This Year's Gift Boxes

Fairfax, VA (December 8, 2008) –Violet Affleck, Harlow Madden and Kingston Rossdale are about to make new best friends. That's because the gift boxes distributed by Distinctive Assets for their *Babes In Toyland* program will include a Nana Star plushie, a Moonman plushie and both of the Nana Star Series books.

Each year, Distinctive Assets picks the best in children's gear to participate in their annual Babes In Toyland program. They assemble a gift box of the selected products and hand deliver the boxes to celebrity parents. This year, 25 of the hottest celebrity couples will be receiving a gift box, including Violet's parents Jennifer Garner and Ben Affleck, Harlow's parents Nicole Richie and Joel Madden and Kingston's parents Gwen Stefani and Gavin Rossdale.

The celebrity boxes will include both of the Nana Star Series books along with accompanying plush characters. Each story features engaging characters and old-fashioned values that make Nana Star a grand new classic for children. The plush Nana Star and Moonman characters are the perfect complement to the books and look as though they just stepped off of the page.



In 2008, the Nana Star series won a Moonbeam Children's Book Award in the Book with Merchandise category, two Mr. Dad Father's Day Seal of Approvals, two iParenting Media 2008 Outstanding Product Awards, a Dr. Toy Top 10 Best Language/Learning/ Math & Reading Readiness product and a Dr. Toy's 100 Best Children's Products Award.

About laugh-friendly company®

Sisters Elizabeth Sills and Elena Patrice trademarked their partnership the "laugh-friendly company" to reflect their philosophy of business and life. "We have been shushed our entire lives and wanted a place where we could be free to laugh out loud if we wanted," said Elizabeth. The pair said they want to be able to laugh at both the bad and the good as it comes along.

They believe that the simple story of Nana Star will be a success in today's society where it is hard for children to find appropriate role models. They also believe that parents will welcome a return to simpler, nostalgic times. "Marketing is very commercialized," said Patrice, "and children are introduced to characters who are very mature." The goal of ee publishing is to help families recapture calmer times in a hectic world.

For more information on the business, visit www.laughfriendly.com, or to learn about its Nana Star products, click on www.NanaStar.com.