



Media Notification
For Immediate Release

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Fisher-Price®: The right toy for the right moments

For more than 75 years **Fisher-Price®**, has been regarded as the experts in play, providing exceptionally well-thought-out toys for children aged 0-5+ years. From humble beginnings many years ago, with only the **Brilliant Basics** range of children's toys, **Fisher-Price®** has emerged as the leader in the world's most innovative and developmentally beneficial products for children, with hundreds of exciting toys under their belt.

Over the past years, **Fisher-Price®** has launched some of Australia's most-wanted toys, including **T.M.X. ä Elmo, the Preschool Electronics' Kid-Tough ä Digital Camera, Star Station ä , Amazing Animals ä and I Can Play! ä Piano**. This year, even more Fisher-Price products that assist children at their various ages and stages of growth and development, will be launched.

To give you a taste of what you can expect from **Fisher-Price®** in 2007, there will be fantastic releases from Fisher-Price in the coming weeks and months: **The Nursery Rainforest range, Brilliant Basics ä , Go Baby Go ä , Amazing Animals ä , Laugh & Learn ä , Fun 2 Learn, GeoTrax ä and Preschool Electronics**. Additionally, there's the exciting new **Shake N' Go ä Crash Ups** and the much-anticipated **Smart Cycle ä** , and who could forget **Little People ä , Imaginext ä , and Carnivores**; and there's still so much more!

As the experts in play, **Fisher-Price's®** goal is to develop leading-edge products that will play, laugh and grow with children at every stage and every age. **Fisher-Price®** products encourage learning and play combined, so that not only will children be having fun, they are also developing various skills at the imperative periods in their life.

Fisher-Price® is proud of its extensive heritage and over the years has become one of the most trusted and wanted brands for parents. Whether it's for newborn, infant or preschooler, **Fisher-Price®** has everything for children from the ages of 0 to 5 years providing little ones with the best possible start in life. Whether parents are looking for a product to educate children, develop their skills or cater to their growing needs, **Fisher-Price®** will have something to suit every child's needs and desires.

Throughout the year, Porter Novelli Melbourne will be the direct point of contact for any **Fisher-Price®** enquiries, including new releases, product requests, samples, images, forth-coming trends, industry statistics and competitions and promotions.

For more information about Fisher-Price® or to request product images, specific samples or any other related information, please contact Porter Novelli Melbourne, Public Relations Consultants:

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