



PRESS RELEASE

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Dr. Toy Announces Best Picks

San Francisco, CA – (Oct. 13, 2008) – Dr. Toy, (www.drtoy.com) today announced a new feature of selected toys called “BEST PICKS FOR 2008.”

The items were chosen by Dr. Toy, aka Stevanne Auerbach, Ph.D., who has been evaluating children’s products for more than 25 years, to complement the goal of providing the most current information for parents, grandparents and teachers.

The Best Picks were chosen as the latest new products that utilize innovation in specifically captivating a child’s interest through play to learn, be creative and physically active, while providing consumers with more choices for home and classroom.

Dr. Toy wants parents and teachers to have additional and timely guidance in finding and selecting the best toys and learning products that fit a variety of types of skills for each age.

Dr. Toy’s Best Picks is a new product collection extending the recently released Dr. Toy Top 100, an overall categorized listing of new products on the market. Each product on the Best Picks list is designated to assist parents, teachers and other adults with valuable information on specific developmentally appropriate activities as noted with the codes that focus on the product’s specific attributes.

“We are pleased to be able to recognize these fine new product picks and to give parents and teachers additional new and useful information that helps them to balance play choices for all children,” Dr. Toy explained.

Dr. Toy, author of the book Smart Play/Smart Toys (now available at www.barnesandnoble.com and in 11 countries) says, “Many people think play is trivial, but it isn’t. Play is vital for the developing mind because it allows children to extend their imagination, resourcefulness, social interaction, problem-solving skills and resilience.” The book and guidance (offered on Dr. Toy’s Guide www.drtoy.com) helps adults navigate the thousands of toy and play options available, offers tips on how to evaluate toy safety, and provides activities that enhance the P.Q. - “Play Quotient”.

Dr Toy reminds parents: “Don’t forget to play board games, read books, build puzzles, use construction toys, and use imagination to have a fun learning experience, combined with togetherness for you and your child. Play is essential for all ages!”

About Dr Toy

Stevanne Auerbach, Ph.D., aka “Dr. Toy” has been evaluating and speaking about the power of play through toys and children’s products for more than 40 years. She is a parent educator, consultant, and playful grandparent. She was a teacher and staff member of the U.S. Department of Education and the Office of Economic Opportunity, where she evaluated educational programs, approved the first grant to “Sesame Street,” organized the first in-house child care center for federal employees’ children, and developed a federal research program on child care. She founded the San Francisco International Toy Museum, the first “Hands On” Toy Museum. She authored hundreds of articles and 15 books, including her internationally best-selling book, Smart Play/Smart Toys How to Raise a Child with a High P.Q. She is Director of the non-profit Institute for Childhood Resources in San Francisco. The Dr. Toy awards programs featured on www.drtoy.com recognize the best educationally oriented, developmentally appropriate and skill-building products. Dr. Toy’s Guide (www.drtoy.com) features over 4,000 product reviews, links to manufacturers, interviews and articles by Dr. Toy, plus hundreds of Best Products including high to low tech, games, puzzles, creative and learning products for all reasons and seasons. In 2007 Dr. Toy was awarded the title of Women of Toys Wonder Woman Entrepreneur. She dedicated the past three years to work on the creation and adoption by The Toys Industry Association, the Toy Industry Code of Conduct. Her work in toys started in 1966 with Creative Playthings.

**Alphabetical Listing of Award Winning Companies and Best Products for
Best Picks for 2008 (www.drtoy.com)**

<u>Company</u>	<u>Product</u>
Action Products Intl	Crazy for Cupcakes
Acumen Board Games	Triagonal
ALEX	Draw Like A Pro
ALEX	Wacky Bowling Set
All New Materials	Deglingos
b. dazzle	Amer. Desert SW Wildlife Scramble Sq.
b. dazzle	Seahorses Scramble Squares
b. dazzle	Squirrels Scramble Squares
Basic Concepts	3D Adventures Haunted Ruins
Beast Stew	Weebeasts Book One
Beyond123	miniLUK Adv. Brain Olympics
Blue Box Toys	MiJam Studio Mike
Blue Orange Games	Double Shutter Jr. Shut the Super Box
Blue Orange Games	Double Shutter Shut the Super Box
Blue Orange Games	Fundomino
Briarpatch	Fancy Nancy Posh Bedroom Game
Briarpatch	Sea Monsters Game
Briarpatch	Thomas's Great Race Game
Bright Spots Games	Feeling Chart - Marine Feeling
ChatterChix	ChatterChix Trading Cards
Corolle	Bébé Chéri
Creativity for Kids	Make Your Own Sock Puppets
Creativity for Kids	Medieval Garden
Creativity for Kids	My First Dress-Up Doll
Creativity	Project Runway Designer Dolls
Critical Thinking	Math Book I
Disney Baby Einstein™	Special 10th Ed. Baby Mozart
Educational Publishing	Flip-Flap Book of Fruit
Educational Publishing	Slide-Out Book of Opposites
ee publishing & productions	Nana Star Doll & Book
Flying Pig Games	Quick Count Football
Folkmanis	Wyvern Dragon Puppet
Fundex Games	Magic in a Minute
Fundex Games	Whoops
Galloping Minds	Preschooler Learns Spanish
Gamewright	Captain Clueless
Gamewright	Hang Four
Gamewright	Tiki Topple
Global Wonders	DVD Series
Haywire Group	DICEcapades!
Imaginatives	Christopher Pop-In-Kins
Infantino	Playtime Activity Center
Int'l Playthings	iPlay Up the Water Spout
ISEO Chemdis Pvt	My Animal Farm

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ISEO Chemdis Pvt	Rubbabu Ball Assortment
ISEO Chemdis Pvt	Tic Tac Toe
Junction of Function	Shoe Tying Made Simple
Katjan	Best Pals CD
Katjan	Best Pals Tin Tea Set
Katjan	Original Best Pals Dolls
KIDdesigns	Barbie "Care N' Cure" Wildlife Doctor
Kids Preferred	Dressable Talking Lola Doll
K'NEX	Elmo's World - Piano Building Set
Knowledge Adventure	Quest for the Color Meister
Knowledge Adventure	Legend of Grizzly McGuffin
Knowledge Adventure	Trouble in Town
Lisa Mink	Koko the Service Dog
Mark J. Stevens	Luisa's Nature
MEGA Brands	King Arthur Battle Action Castle™
MEGA Brands	MagNext360 Case
MEGA Brands	Struxx Robotrix™
Oregon Scientific	Barbie B-Inspired Learning Game
OWI	Robotic Arm Edge
Patch Products	Buzzword Junior
Patch Products	Repeat Pete
Playroom Entertainment	Secrets of the Sea
Pressman Toy	Dig That Dinosaur
Pressman Toy	Disney Wheel of Fortune
Publications Intl	Ariel Play A Tune
Publications Intl	Elmo Countdown to Bedtime
Publications Intl	Thomas Steering Wheel
RSV Productions	Jishaku
Seven Locks Press	Archibald's Swiss Cheese Mountain
Spin Master	Kid Kleen
Step2	'50's Diner
Taggies	Little Taggies™ Naturals
Wham-O	Re-Flyer™ Recycled Frisbee® Disc
Wham-O	SnowBall Blaster
Wild Republic	Stuffed Animals
WowWee	Alive Cubs
WowWee	FlyTech Bladestar
WowWee	Tri-bot
Your Thyme	Bye Bye Monster Gift Set
Zabazoo	Pagota
Zoobies	Zoobies™: Tama & Ping