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For Immediate Release
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Be BFF ASAP!

Frendz Pakz Is The Latest Cool Tween Product

From Swingset Press

Van Nuys, CA—What's your secret to keeping a secret? You're invisible for one day. Who would you spy on? If a tweenager divulges answers to these questions and more to a friend, odds are that soon they'll

be BFF! (That's today's kid slang for "best friends forever," for the uninitiated.) Leave it to Swingset Press to come up with the latest cool tween product, with Frendz Pakz, debuting at American International Toy Fair in New York February 16-19, 2003, at Javits Convention Center. **Swingset Press' booth number is 1633D, Aisle 1700 in the Enchanted Moments area.**



There's no quicker, and more fun, way to get to know a new friend, or learn more about an old friend, than by using a Frendz Pakz. Remember slam books? Well, Frendz Pakz is a similar concept, but the questions have been updated for today's savvy kids and they're on cute cards instead of

books. And, they feature a sticker legend where six friends each pick a sticker to put next to their answer on each card. Each friend puts her sticker choice on each card, and writes in her answer next to her code. Then, she passes it on to the next friend. When the cards are full, take turns reading them off and guess whose answer is whose... . Frendz Pakz will be the hottest activity at slumber parties in 2003!



There are four themed decks of cards: Love, Friendship, Future and Showbiz. Each will retail for \$4.99 (a price kids can afford to buy themselves) at specialty and gift retailers nationwide. The 32-card decks are targeted toward kids ages 9 and up. Because of the price, size of the product and hip factor, the



Pakz are sure to be a hit with kids for school and for vacation. When kids play with the decks, they reveal their deepest secrets to each other by answering the carefully crafted questions in each deck.

Also at Toy Fair, two new looks will be shown for the company's hit product, **My Ultra Secret Stuff Journal**. The product, a black light journal that employs an invisible ink pen for keeping thoughts ultra secret, debuted two years ago and struck a chord among kids and retailers alike. The next year, a version targeted for boys, **My Ultra Secret SPY Stuff**, was introduced. Similar concept, but a special code was printed in invisible ink inside the journal's covers, so secret thoughts could be written invisibly *and* in code for double secrecy. Both have done phenomenally well, so the company has designed new covers for each.

Swingset Press has developed a track record for creating products that hit the pulse of tweens. In addition to the award-winning journals, its latest hot new product, **My Ultra Secret Pen-Pal Stuff** has been awarded 2002 Dr. Toy's Best Vacation Product Award, the 2002 Parents Choice Award, 2002 Parents Choice Fun Stuff Award, The National Parenting Center Holiday 2002 Seal of Approval, and the National Parenting Publication Association 2002 Honor Award.

Swingset Press last year achieved the unprecedented honor of winning the 2001 National Parenting Center's Seal of Approval—on its entire line of children's products. In addition to the three black light products and Frenz Pakz, the company sells **My Photo Phonebook, My People: Stuff Directory and My Best Friend (a Pet Owner's Journal)**. The whole product line is designed to build a child's independent living skills, self-esteem and develop stronger parent-child relationships.

Swingset Press products are available at more than 2,000 specialty toy and gift stores across the nation, including Zany Brainy, Border's Books, Learning Express, Books A Million, Imaginarium and Discovery Channel stores—or worldwide on the Internet at the company's web site, www.swingsetpress.com.

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Note to Editors: JPG images and product samples are available on request. The company can be reached at (888) 543-9366.