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PESTERED BY SPIES IN YOUR LIFE? THEY'RE NO MATCH FOR INVISIBLE SECRETS!

Blacklights Are The Best Way To Counter Spying Eyes In The Tween Years!

Los Angeles, CA — What matters most to today's tweens and teens? Clothes? Allowance?

"It's Nunya," answers toy inventor Ron Solomon of Swingset Press. "Nunya Beeswax is the new buzz phrase I'm hearing from my own boys. What they want, what they crave, is privacy."

Nunya is the short and maybe not-so-sweet way of telling parents and siblings to buzz off. As the arbiters of all things private, Swingset Press is proud to officially coin this phrase, which it predicts will become as much a part of the tween language as "s'up?" (translated: "What's Up?") and "BFF" (translated: "best friends forever.") It won't lessen the pain of being told "nunya" when you're innocently trying to delve into your kid's life, but at least you'll have a clue as to what it means.



While others have proliferated a host of spy products to help kids snoop on parents and siblings and even movies like *Spy Kids* have glorified the fine art of prying and meddling, Swingset Press has made a toy niche by creating secret or privacy items that can't be penetrated by pesky brothers or nosy sisters. Swingset Press believes that a tween's privacy is sacred and to be cherished. In business since 1997, they have become the authority for helping "tweens" express their secrets and *keep* them secret, with its well-known blacklight line of invisible products. After all, if a secret is invisible, it's the ultimate in nunya.

Their latest line of must-have merchandise, and winner of the 2003 Today Show Toy Test, is Invisible Secrets. With two products each in two styles to choose from, guys and girls will appreciate the pocket-size and the small price tag of all Invisible Secret items! Reveal your thoughts with either a blacklight note set or a ring/pendant, or, hide the light and keep them nunya.

The newest items can be worn, not hidden in your pocket. Each ring/pendant set -- Crazy Rayz and Star Shiner -- include one blacklight ring in a cute star or clever spaceship style, an ultraviolet invisible writer and a mini-pad of paper. As a bonus, Swingset Press includes six stencils to create invisible tattoos that you can reveal to your best friends. Priced right at \$12.99, these secret rings can be transformed into pendants with the enclosed ball chain necklace.

Each blacklight note set -- Private Writer and Flame Writer -- comes equipped with a handheld blacklight and a pen with invisible ink. The



invisible writer can be used on the matching pad of paper – just right for jotting notes in class, at the lunch table, on the bus or at home. And at \$9.99, they're a price kids can afford within their allowance budget! Moms can pick them up as birthday gifts or stuff them in their own tween's birthday party goodie bag. Or nunya bag, as it could now be called.



“This is the coolest way we know for passing nunya notes to your friends,” explains Solomon. “That's because if they're intercepted, it just looks like a blank piece of paper! Unless you have a blacklight, the secrets are invisible.”

Invisible Secrets is also a handy place to note personal thoughts until you get home and can record your secrets in your My Ultra Secret Stuff Journal blacklight diary -- also from Swingset Press.

To prove Solomon's point, two Swingset Press consumers recently wrote to the company's website, www.swingsetpress.com, with these personal notes of appreciation in being able to survive their tween years in their own home!

Dear Swingset Press,

I love my new blacklight journal!!! Finally I can write what I want in my diary and my brother won't be able to read it! Before I had this journal, my brother would find and read my diary. Now, I even leave my journal on the kitchen table, key and all, but he can't read it because I carry the light around in my backpack! Thank you for making such a neat journal, now I finally have privacy! I especially like this journal because it makes it fun to write!

- *Scarlett S., New Jersey*

Dear Swingset Press,

I want to thank you for making the My Ultra Secret Stuff Journal. Thanks to you, there are some things I can keep secret. I have 3 brothers and 4 sisters, so I don't get much privacy.

- *George J., Connecticut*

Invisible Secrets and the entire line of Swingset Press items can be found online and at major retail and specialty store outlets nationwide.



Every kid in the world passes notes. It's kind of a rite of passage. It's just these are cooler, sneakier.

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