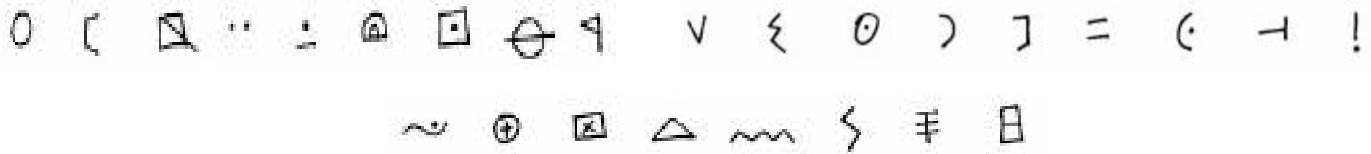


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FOR IMMEDIATE RELEASE



**KIDS WORK UNDERCOVER
IN TRIPLE-SECURE SPY BOOKS**

Los Angeles, CA. December 5, 2000—Who do children think of as their spy heroes nowadays? Austin Powers, James Bond and Harriet the Spy, of course! But what have kids got that those sneaksters don't have? Well, they can actually write a coded message in their *My Ultra Secret Spy Stuff* book, tear out the note and pass it on to a spy buddy. And if you get caught...well, there's nothing wrong with passing a blank piece of paper, is there?

Here's what this is all about: Following hot on the heels of their smash-hit *My Ultra Secret Stuff Journal*, the Los Angeles based mom and pop inventors of Swingset Press plan to launch their brand new *My Ultra Secret Spy Stuff* book to retail stores across America on [DATE].

The introduction of *My Ultra Secret Spy Stuff* confirms that Swingset Press understands how important keeping a secret is to kids. The 120-page book is more than just a cool place for kids to record their most private thoughts and have fun unraveling them later. That's because today's young spies can write with an ultra-violet ink pen, which can only be illuminated with the included battery-operated black light unit. The *My Ultra Secret Spy Stuff* also provides users with a unique alpha or beta code, printed sneakily in ultraviolet ink within the front and back covers of the book. The pages in the *My Ultra Secret Spy Stuff* book are the perfect size for tearing out, rolling up and secreting away in a hollow tube, or a fake pen.

When you're a "tween" (ages 8-13), there's nothing more exciting than having a great big secret and being able to keep it truly private. *My Ultra Secret Spy Stuff* lets "twens" protect their secrets three ways. First they convert their words into a super-cool alpha or beta spy code. Next, the code is recorded in invisible ultraviolet ink. Finally, their cryptograms are thrice secured—with a padlock and key.

The codes have been exclusively designed for the book—so no one else will know what is written. Inspired by Etruscan art and Egyptian hieroglyphics, the symbols and book design

are the brainchild of Californian graphic designer Thea Piegdon, who has also provided innovative design solutions for the J. Paul Getty Museum and Mattel Toys.

Coding and deciphering messages is a rewarding way for kids to build sophisticated communication and social skills. The joy of unscrambling a mysterious communiqué is always extra exciting when shared with a buddy or two. But kids use journals for more serious reasons too.

Ron and Iris Solomon dreamt up *My Ultra Secret Spy Stuff* during a frenzied time in their lives. Their *My Ultra Secret Stuff Journal* took the U.S. market by storm this year, selling more than 150,000 units in a six-month period—that's more than 25,000 a month. Not bad for a tiny little mom and pop home-based business called Swingset Press.

Rosie O'Donnell not only featured the diary on her show late last year, but also purchased several copies as holiday gifts for her personal friends. Named one of the Top Ten Specialty Toy Store picks for the 2000 holiday season by Playthings Magazine, *My Ultra Secret Stuff Journal* also won the National Parenting Seal of Approval and the Inventor's Workshop International 2000 Best New Educational Product.

So move over Austin, James and Harriet—for across America, young spies are arming themselves with codes, invisible ink and a blacklight. And their *Ultra Secret Spy Stuff* will baffle even the savviest adult!

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Swingset Press will send a free pen to every child who sends them a nice e-mail explaining what they think of the journal. Families can check out other cool award-winning Swingset Press products at www.swingsetpress.com. The company can be reached at (888) 543-9366 or via e-mail at info@swingsetpress.com. The 120-page *My Ultra Secret Spy Stuff* is priced at \$19.95. The kit includes a journal with lock and key, an ultra-violet ink pen, a miniature blacklight unit, plus the alpha and beta codes. The journal will be available nationally in stores or nationwide or on the Internet at www.swingsetpress.com.