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For Immediate Release
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Social Disaster Averted: A Blacklight Diary from Swingset Press

Van Nuys, CA—Picture this: Your diary falls out of your backpack as you're rushing to class. Your big-mouth archrival snaps it up. Total destruction, right? Time to transfer to a new school (hopefully on Pluto). Hah! Joke's on her! Nothing juicy to see. The pages are all blank!

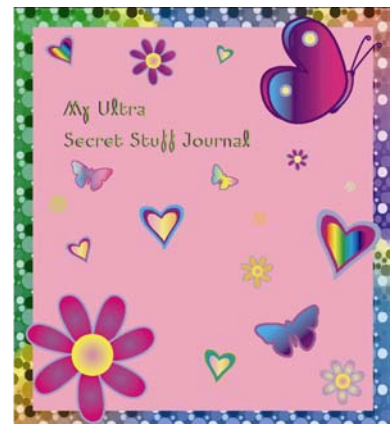


Or so they seem. But really, the entries--about that crush of yours you hope will ask you out, or about how badly your BF made you feel at school, or what a big mouth you think your archrival is--are all there. It's just that they're written in ultra-sneaky, ultra-private, ultra-violet ink pen! And, you have to have the blacklight that comes with this journal to shine on your pages to reveal your scribblings.

This joyous moment was brought to you by the good folks at Swingset Press. Believe it or not, they're actually *parents*, which seems kind of odd, but thanks anyway! This product of your dreams is called **My Ultra Secret Stuff Journal**.

If you think you'll love this journal, you're not the only one. Even Rosie O'Donnell raved about this diary, not once, but *twice!* She commented how great it would have been if this product had been around when she was a kid, but since it wasn't, she wrote her diaries in a secret code, like, "I love JD147." Problem is, now she has no idea who JD147 is.

My Ultra Secret Stuff Journal is so popular that Swingset Press has come out with two new covers—pink and purple--plus the original blue one, with an improved cool light. Same price: \$19.95. It makes a fab, original birthday present your friends will love you for. Or buy it for yourself. C'mon, you deserve it!



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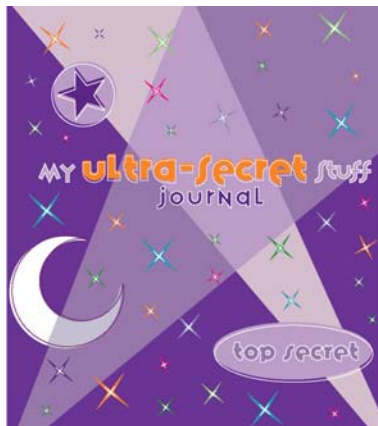


(OK, we can't leave the Y chromosomes out of this completely. After all, they like to be sneaky too! So, for boys, there's **My Ultra Secret SPY Stuff**. Similar concept, but special codes were printed in invisible ink inside the journal's covers, so secret thoughts could be written invisibly *and* in code for double secrecy. Also \$19.95.)

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 National Parenting Center's Seal of Approval—on its entire line of children's products. In addition to the three life-saving blacklight products, photo phonebooks and pet diary, the company this year introduced **Frenz Pakz**, a set of four themed card decks that make it fun and easy for tweens to get to know each other better. The whole product line inspires thought, writing, creativity and self-expression.



Swingset Press products are available at more than 2,000 specialty toy and gift stores across the nation, including Books A Million, Learning Express, Imaginarium and Zany Brainy—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.