



**FOR IMMEDIATE RELEASE**

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**BUBBLE BELLIES™ ARE FILLED TO THE BRIM WITH SMILES AND LAUGHS  
FROM IMPERIAL TOY CORPORATION**

**Imperial Toy unveils the hottest bubble toy of 2006—  
four animated, bubble-blowing characters for preschoolers!**

**LOS ANGELES (December 7, 2005)** – This spring, Imperial Toy is delivering four new bundles of joy to their bubble family. By securing the licensing rights to Little Tikes® bubble toy collection, Imperial has created the must have toy of the year—Bubble Bellies™. Bubble Bellies™ are fun animal characters with bubbly personalities sure to provide endless hours of entertainment for tots and their parents. From puppies to dinosaurs, these new arrivals are sure to become a hit with preschoolers.

Children can choose from four friendly Bubble Bellies™ -- Polly Pig™, Bubble Pup™, Clarabelly Cow™ and Bubblesaurus™. These battery operated and spill resistant buddies come complete with an easy grip handle and a trigger that opens the mouth to activate the endless bubbles. But the fun doesn't stop there. These cute characters have clear bellies so you always know when it's time for more bubble solution and more fun. When it's time for more bubble solution, there is an easy fill spout with a soft vinyl plug inside each Bubble Bellies™ mouth, so you can fill up their clear bellies. Each toy comes with an 8 fluid ounce bottle of non-toxic Little Tikes® bubbles, making for bubble blowing fun. Bubble Bellies™ are simple to use for kids aged 2 and up.

Bubble Bellies™ will soon be popping up at a store near you! Retailing at \$9.99 - \$12.99, they will be available at Wal-mart, Target, Walgreens, Kmart, Toys 'R Us, Kroger, Rite-Aid and more.

Imperial Toy continues to be the world's leading manufacturer of bubbles and holds the exclusive licensed rights to produce bubble toys for Little Tikes®. Each year, Imperial creates memorable products that deliver fun for the whole family.

**About Little Tikes®**

The Little Tikes Company, founded in 1970, is a Hudson, Ohio-based multi-national manufacturer and marketer of high-quality, innovative children's products. The world's largest rotational molder and a Newell Rubbermaid company (NYSE: NWL), Little Tikes employs nearly 1,000 associates around the world. For more information, visit [www.littletikes.com](http://www.littletikes.com).

**About Imperial Toy Corporation**

Founded in 1969 and headquartered in Los Angeles, Imperial Toy Corporation is a privately held toy manufacturer with a catalogue of 900 toys. Additional facilities are in Memphis, TN, Hong Kong, China, Tijuana, Mexico and a showroom/office in New York





City at the International Toy Center. The company has a wide distribution network which includes leading national stores such as Wal-mart, Walgreens, K-mart, Kay-Bee Toys, Target and Toys 'R Us. The company is the #1 manufacturer of bubbles and bubble toys in the world and the producer of leading brands Buddy L® and Petite Miss®. This year, Imperial Toy's Miracle® Bubbles were inducted into Parenting Magazine's "Toy Hall of Fame".

