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HABA ENDORSES MOOVER® TOYS IN 2012 AS THEY PLEDGE TO GET KIDS MOVING

*Visit HABA's Toy Fair Booth 319 To Be First To See
Beautifully Crafted Danish Build-At-Home Toys Coming To U.S.*

Skaneateles, NY (December 9, 2011) – Like the children's song, *The Wheels On The Bus*, things that go round and round usually get people from point A to point B. German toymaker HABA, an expert on beautifully crafted European toys, has become the exclusive U.S. distributor of Moover, where wheels on a walker, a truck or a pram indeed go round and down the hall, but first get built by Mom or Dad! As Junior grows, he can construct the toys without tools, just fingers!

Popular in Europe, Moover toys are delivered in flat packs and can be assembled easily [think of IKEA furniture] with Moover's unique "click key system" - without the use of any tools [especially the dreaded Allen wrench]. The assembly of Moover products is a joint, constructive experience for both children and grown-ups – later on, the children will be able to assemble the toys themselves.

New for 2012 are five sturdy baby and toddler toys that grow as baby does in the first years of exploration. Each handsome product is made with child-safe paint, TPE-rubber wheels, solid wooden handles and strong furniture quality wood and plywood. All toys are available in polished red or a natural finish.

Moover Baby Walker • \$85.49 • Ages 12 months+

First steps are even more precious when using this sturdy helper that's designed for baby steps safely and at the child's own pace. Now learning to walk becomes a happy experience (for the parents as well). Safety is key with Moover products and this walker resists tilting thanks to an adjustable brake.

Parents adjust the brakes according to the child's walking ability so the walker can move slowly forward or backward while supporting baby with a sturdy wood frame and firm easy-to-hold handle. Best of all for grownups, the rubber wheels work like "bumpers" protecting door frames and walls! After toddlers become veteran walkers the toy can be used as a cart for dolls or favorite items to move smoothly point A to point B! Choose red with yellow wheels or natural with red wheels.



Moover Baby Truck • \$85.49 • Ages 12 months+

This first toy on wheels is designed for children as young as 12 months, remaining friendly through the preschool years. It appeals to both boys and girls –an obvious choice as the child's first "ride-on" toy. Kids love to practice simple assembling and construction skills as both the truck body and the crane can be removed. In the driver's cab there



is room for a teddy bear or a doll and other toys can be placed in the “trunk.” It’s a clever mixture of play and learning. Choose red with yellow wheels or natural with red wheels.

Moover Dump Truck • \$116.99 •

Ages 12 months+

This clever design enables a child to drive and steer simultaneously – and it’s Moover’s most popular vehicle. Preschoolers explore and practice

motor skills by turning and reversing the truck. Additionally, the child can use the truck to transport precious cargo. When the child gets older,

s/he gradually learns how to assemble and separate the Dump truck – thereby strengthening the construction and motor skills. Designed with double tires, the dump truck gives an extra strong and non-skid grip on the driving surface. Choose red with yellow wheels or natural with red wheels.



Moover Doll's Pram • \$116.99 • Ages 24 months+

Take teddy or a special dolly on a trip around the room with this classic yet modern design. The pretty pram, with a heart shaped window, is made of high-quality birch veneer and supplied with massive wooden wheels with rubber tires. This item is delivered assembled, ready for use. Through play, toddlers learn to look after their dolls, make them feel safe and tuck them asleep. This is an imitation of the grown-ups' behavior, which is so essential for a child's upbringing. Choose red with yellow wheels or natural with red wheels.

Moover Rocking Horse • \$161.99 • Ages 12 months- 3 years

No wheels on this little horsey, but safe rocking motions take baby on a delightful journey! This enchanting toy has been designed specifically for the very small. The rocking horse is designed with Moover’s special “brake curve” ensuring that the horse doesn't rock too high. This brake works automatically and unnoticed by reducing the speed when the horse reaches its highest point. The smart design ensures youngsters sit securely in a protected seat resulting in a safe position during the rocking and prevents a child from touching the floor. The seat is intentionally made in such a way that it takes some time for the child to climb onto and out of the seat. Choose from red horse with natural bar or natural horse with red bar.



Moover toys won a Bronze in Great Britain’s 2010 Practical Pre-School Awards – a competition that rewards the most brilliant, innovative and expertly designed equipment for children in professional childcare and educational settings.

About HABA

HABA products can be found nationwide at over 1,000 U.S. specialty retail stores and in specialty catalogs and websites. Many of its products have been recognized with German and American awards including Parents’ Choice, National Parenting Center, Creative Child, and Dr. Toy. HABA received Best Toys of the Year recognition from the TODAY Show Toy Test and has been featured in national magazines such as American Baby, Baby Talk, Fit Pregnancy, Parenting, Parents and Working Mother.

For more details, visit HABA’s informational website at www.HABAusa.com.