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E-I-E-I-Oh! HABA TEMPTS TODDLERS DOWN ON THE FARM WITH MY FIRST PLAYWORLD

*Farmer Tim, Animals, Tractor & Red-Roofed Barn
Gather On An Expandable Wooden Play Set At Toy Fair Booth 319*

Skaneateles, NY (December 12, 2011) – Down the lane from Old MacDonald and the Farmer in the Dell is HABA’s newest role-play line, My First Play World Farm, where cow, rooster and pig have been beautifully crafted into wooden pieces and playsets in Germany. New for 2012 is a full farm-themed product line with puzzles, games, animals and settings sized perfectly for toddler hands. See all the products down on the farm at HABA’s colorful Booth 319 at the American International Toy Fair in February.

My First Play World Farm is a delightful line of adaptable and expandable wooden toys that can be organized for family play or solo fun. Designed for toddlers 18 months and older, these farm friends invite little imaginations to grow with role-play and daydreaming.

Nine farm-themed products made from beech wood by Germany’s expert toymaker enter toy stores in 2012. The company that started over 70 years ago making beautiful wooden toys continues its legacy while garnering virtually every German and American toy industry honor.

Large Playset on the Farm • \$44.99

This red-roofed barn has dual purposes, as a handy farmhouse setting for adventures and later as a carry-all for stored farm toys. The large playset includes Farmer Tim, a tractor, 8 animals including a cat and dog, straw bales, shrubs and fencing. Farm life has never been so fun!



Playset Out and About with Tractor • \$32.49



This tractor and trailer set connects with a magnetic trailer for important trips around the farm. All play pieces, including Farmer Tim, a sheep, pig, straw bale and milk churn, are made from beech wood from sustainably managed forests. The adaptable and expandable play world comes with fun game ideas created by HABA’s editorial games staff.

Play Figures Flock of Sheep • \$8.99

From Germany with love is this first of five different sets of wooden farm characters. This flock includes 2 sheep, a dog and play tile. The small set is easy to carry in the car or off to a playdate.



Play Figures Poultry • \$8.99

There are all sorts of farm animals and this one focuses on those with feathers – rooster, hen, duck and goose. 4 play tiles picturing farm scenes round out the game of make pretend.



Play Figures Farmer Tim & Tractor • \$8.99

Made from sturdy and sustainable beech wood, these farm characters will brighten up any play period. Set includes Farmer Tim, his tractor, piglet and 4 play tiles.



Play Figures Animals • \$8.99

Cow, horse and pig gather for some fresh outdoor fun. The wooden figures measure 2 ½ inches tall and are designed for the smallest fingers. The play set is completed with 5 farm scene tiles for make believe merriment.



Play Figures Animal Kids • \$8.99

What's a farm without baby animals? Kids will adore this little calf, foal, lamb and piglet set. 4 farm scene tiles complete the scene.



Threading Game On the Farm • \$26.49

Practice makes perfect with this adorable threading game designed for solo play or with a little friend. Toddlers can play free style or follow pattern templates. When two play this dexterity game, they take turns pulling the wooden play figures out of a bag and following guidelines called out by mom or dad. Game includes two strings with wood "needles" plus cow, calf, horse, foal, clover, flower, horseshoe, milk churn and a tactile bag.



Discovery Puzzle On The Farm • \$15.49

Ideal for a toddler's first puzzle, four wooden pieces (pig, cow, horse & farmer) can pop in and out of the farm scene. The motifs on the puzzle's edge are clues for images repeated in the big puzzle. Parents can read aloud the enclosed look-closely story as little eyes try to find farm features. Puzzle board measures 14 ¼" x 11 ½".



About HABA

HABA believes that because children are the best we can have, nature is the most valuable thing we can give them. That's why HABA makes all of its natural toys from localized wood. For its use of wood from sustainable forestry projects in German forests, HABA has been awarded the PEFC quality symbol for sustainable and responsible forestry management. This careful and sensible approach to forestry management preserves the gifts of nature. It means forests that will remain intact, and that future generations of children will be able to continue climbing trees, taking hikes and playing hide-and-seek.

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.