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CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
lisa@kidstuffpr.com



HABA SPRINKLES SNUGGABLE & LOVEABLE ONTO EACH 2012 BABY & TODDLER PLUSH TOY

Skaneateles, NY (December 12, 2011) – The word *plush* conjures up images of luxury, comfort and softness. Add the words *HABA* and *toy* and consumers readily think of beautiful European designs and enchanting playthings for baby and toddlers. In 2012 German toymaker HABA doesn't disappoint as they unveil their newest plush line -- including hand puppets, clutching, wind-up toys and snug-up dolls -- at their bountiful Booth 319 at the American International Toy Fair in February.

For over 70 years HABA has been making toys that babies, toddlers and preschoolers love to play with, and who are blissfully unaware of how this fosters their development. In their 2012 plush line, HABA adds a little rustling or bell; soft fabrics like velour or fleece and little touches that add wonderment to the amusement factor. These extra touches -- loved by baby and adored by mom -- are another reason why HABA has been recognized by virtually every German and American toy industry honor. HABA plush toys are meticulously designed in Germany and manufactured in China.

At HABA, craftsmanship and value go hand in hand as these nine new toys are priced from \$8.99 to \$13.49!

Beetle Karo Clutching Toy • \$8.99 • Ages 6 months+

Grownups can't help saying ahhhh when they hold this 5½-inch clutch toy packed with sweet surprises. In addition to the soft pastel colors, this little personality has two petal rings that can be moved up, down and away. Listen for the rustling sound and watch baby's eyes light up! The plush feel comes from a mix of velour and cotton/polyester.



Beetle Kai Clutching Toy • \$8.99 • Ages 6 months+

This little beetle is full of delights from his floppy antennae to his rustling ring of petals that slide up, down and off. Give this 6-½ inch guy a shake and hear a little bell. His soft feel comes from a mix of velour and cotton/polyester.

Waltzing Mouse Wind-Up Figure • \$12.99 • Ages 10 months+

A mouse in the house? Mom will welcome this on-the-move mouse that loves to dance for baby. Just pull on his tail and watch the arms whirl in circles. Standing 4 inches tall, this furry friend is made from soft velour and cotton/polyester fabrics.



Hopscotch Sheep Wind-up Figure • \$12.99 • Ages 10 months+

Baaaaa. This cuddly little guy will happily hopscotch across any flat surface when his tail is pulled. Standing over 4 ½ inches high, this white sheep with sweet pink ears and a red/pink flower is soft and sweet (just like baby).

Snug-up Doll Luis and Luisa • \$12.99 • Ages Newborn+

Their name says it all – snuggable dolls to hold in the car seat, the crib or hanging out on the floor. Thanks to their soft filling they not only feel great to cuddle but also can be positioned to sit up. Luis sports a sewn-on blue and green-accented cap. Luisa wears a pretty pink with red accents cap. Made from the softest fleece, these precious pals measure about 8 inches.



Glove Puppet Lilli • \$13.49 • Ages 18 months+

Slide your hand inside this soft puppet and turn on your imagination. Lilli's red hair and impish smile will have toddlers creating their first role-play games. Parents can put on a bedtime production. When children get tired, they can snuggle up to the plush dolly.



Glove Puppet Matze • \$13.49 • Ages 18 months+

This cool guy, with his sideways hat, is ready for story telling. Slide your hand inside Matze and make magic with role-play or a puppet show. Like his friend Lilli, kids can cuddle up with this 10-inch puppet when they are ready for a nap or night-night.

Glove Puppet Leo • \$13.49 • Ages 18 months+

Woof! Glide your hand inside this precious pup and have fun telling tales about a wagging tail! Soft Leo has appealing floppy ears, a blue nose and a red kerchief for a collar. Like the Lilli and Matze hand puppets, this 10-inch long pal is the perfect companion for a snuggle, day or night.

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.