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WOODEN YOU KNOW, HABA'S CLUTCH, PULL & PUSH TOYS ARE AS SWEET AS THEY ARE SUSTAINABLE

Toy Fair Booth 319 To Display HABA's Newest European Wood Toys

Skaneateles, NY (December 9, 2011) – Anyone familiar with classic wooden toys knows that for seven decades German toymaker HABA has created some of the world's most beautifully crafted playthings for each new generation. Better yet, they have always been made in Europe of sustainably-forested German woods – long before it was trendy and “green” to do so. Lucky babies growing up in 2012 will have an enchanting array of sweet and sustainable clutch, pull, push toys, games with wooden pieces and building blocks. See them first at HABA's colorful Booth 319 at the American International Toy Fair in February.

With so many adorable toys to choose from, it may be hard to pick a favorite. The nine baby and toddler wooden products listed below are all new for 2012, offer multiple play value and start at just \$10.99. When you consider that HABA's high-quality baby and children's toys, games and furniture have won nearly every prestigious German and American toy award, this new lineup could be considered priceless!

Little Sparrow Clutching Toy • \$10.99 • Ages 6 months+

This little birdy will never fly away from baby's grasp. Dangling red feet, bright colored face and dotted wings heightens baby's senses of touch and sight. Made from beech and maple wood.



Little Sheep Clutching Toy • \$10.99 • Ages 6 months+

Blue and white and everything's right when baby grasps this sweet little animal with four dangling feet! Made from beech and maple wood.

Caterpillar Rina Pull Toy • \$32.49 • Ages 12 months+

This colorful pull toy always makes a happy face and will follow baby wherever s/he wanders. Caterpillar wiggles her whole body when pulled. Made from beech wood, the body of this toy measures 12 inches long.



Zoolino Effect Building Blocks • \$67.49 • Ages 12 months+

24 delightful wooden pieces create a zany zoo of animals when stacking blocks one atop the other. Each beech wood piece has either a drilled hole or peg for toddlers to easily manipulate into lovable characters. Set includes a little bell, peephole and kaleidoscope.





Tumble-turn Push Toy • \$38.99 • Ages 12 months+
 Ready for a stroll down the hall? This happy guy rolls briskly in circles. When pushed, he spins around on his own axis and rattles his arms. Made from beech wood.

Flapping Frank Push Toy • \$38.99 • Ages 12 months+
 Chirp, chirp! Frank flaps his wings as if ready to fly. When pushed, his wings rattle cheerfully up and down. Made from beech wood.



Push Toys left to right: Chris Croak, Flapping Frank, Cackling Cathy, Tumble-turn

Cackling Cathy Push Toy • \$38.99 • Ages 12 months+
 Push this duck around and watch her waddle as she opens then quickly closes her beak. Made from beech wood.

Chris Croak Push Toy • \$38.99 • Ages 12 months+
 Who's green and wants to hop across the room? When pushed, watch Chris wiggle his eyes and poke out his long red tongue! Made from beech wood.

My Very First Games Gitti Giraffe • \$32.49 • Ages 2 years+
 Roll the dice. Colorful chunky wooden pieces, designed for the littlest fingers, allow toddlers to grasp, build and topple the long-necked giraffe. Each play with the game acquaints youngsters with how to follow game rules. Better still, this cooperative game means you and your little one play together, not against each other.



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.

The company's German headquarters collects and reuses rainwater for the building's water needs, collects and burns its sawdust wood scraps from the wood toys it makes to heat its factory and gives it to the local community for use, and uses geothermal and solar energy. It uses water-based stains for colors on its woods, and was the first German toymaker to pass the ecological and quality audit and obtain the DIN ISO 14001 and ISO 900 Certification.

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