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MOM'S CHOICE AWARDS® SAYS HABA'S "PLAY" IS PRETEND, BUT THEIR GOLD AWARD IS REAL!

HABA Toys Wins 2012 Mom's Choice Gold!

Skaneateles, NY (July 18, 2012) – “Cock-a-doodle-doo! Good morning, Mr. Rooster. Here’s some food, Mr. Pig. And thank you so very much for the milk, Ms. Cow... now I can eat my cereal before I plow the fields.”

Are those the words of a young child who lives on a farm? Or are they the musings of a little one playing with HABA’s *On The Farm Playset*? We’ll never tell. But because of how incredibly easy and fun this toy makes role-play and imagination, the prestigious Mom’s Choice Awards has honored HABA with a 2012 Gold Seal of Approval... and there’s nothing pretend about that!

According to Mom’s Choice Awards, every product (or service) that earns its Honoring Excellence seal, does so because it performs well in a rigorous evaluation where it is scored on a number of criteria including (but not limited to) production quality, design, educational value, entertainment value, originality, appeal and cost. As for HABA, here, specifically, is why they won:

“A quality, eco-friendly, wooden toy play set perfect for toddler pretend play. The adorable, detailed pieces are designed for little hands and can easily be clutched and placed upright. The farm house packaging is cleverly designed as a storage case—great for portability and easy cleanup. – The Mom’s Choice Awards®

On The Farm Play Set • \$44.99 • Ages 18 Mos & Up \$13 *2012 Mom's Choice Awards • Gold*



Welcome to the farm! All small farm friends will be drawn into the world of horses, cows and sheep. The animals, farmer Tim and his tractor can easily be clutched and placed upright. The caringly designed play figures are made of beech wood and stimulate children to play their first games of role-play. The expandable play world leaves endless room for imagination and fosters the language skills of your child through play.

The Mom’s Choice Awards® (MCA) evaluates products and services created for children and families. The program is globally recognized for establishing the benchmark of excellence in family-friendly media, products and services. Around the world, parents, educators, retailers and

members of the media look for the MCA mother-and-child Honoring Excellence seal of approval when selecting quality products and services for children and families.

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, Dr. Toy and The Oppenheim Toy Portfolio. 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. Both of these award-winning products can be purchased at www.maukilo.com.

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