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PARENTS' CHOICE GIVES THUMBS UP TO PEACEABLE KINGDOM IN GAME & TOY CATEGORIES

With A Mere 20% Entries Recognized By Judges, Lost Puppies Earns Fall '11 Approved Award; Quick Sticker Kits Win Fall '11 Fun Stuff Award

Berkeley, CA (October 25, 2011) – With so many games and toys on the market today, how can a parent (or grandparent) choose an age appropriate product? The advice of the Fall 2011 Parents' Choice Awards Committee comes to the rescue of perplexed shoppers with its list of new products that are perfect for today's kids, including these from Peaceable Kingdom: Lost Puppies, a cooperative game for kids, which earned an Approved Award; and the \$4.99 priced Quick Sticker Kits, which earned a Fun Stuff Award.

As their website states, the Parents' Choice Awards are not a "hot toys" listing but a non-profit resource that searches out and recommends products that help kids grow – imaginatively, physically, morally and mentally. Plus they must be fairly priced products that are fun, safe and socially sound. That's a tall order to fill and only 20% of those items submitted to the awards program ever earn a commendation, of any type. Peaceable Kingdom won two!



Among the glowing reports from the judges after playing the Lost Puppies game:

visually appealing to younger children ... makes it a good family game night choice, as older kids can help younger children safely navigate every lost puppy home.

And they commented about affordable Quick Sticker Kits:
These are cute and inexpensive kits for making simple purses, dinosaur play scenes, or robots as art

projects... this is an inexpensive and fun art project for younger kids. With its low price point, it works well as a stocking stuffer or party favor.

To order these award-winning products or to see the whole catalog of Peaceable Kingdom products, visit their website, www.peaceablekingdom.com.



Lost Puppies™ • Ages 5+ • \$14.99

Parents' Choice Fall 2011 Approved Award

Woof! Can you find all of the lost puppies before sundown and bring them safely home? Be careful, the road is blocked and night is falling! Players alternate turning over cards, one at a time, to find the puppies and open a path home. Night cards, flashlight cards or take-a-peek cards

allow players to develop a strategy, but a little bit of luck never hurts! Includes 3 instruction versions for a variety of play levels. Linear thinking and strategy are learned in this game. One game lasts about 20 minutes. Designed for 2 to 6 players.

Quick Sticker Kits • Ages 4+ • \$4.99

Parents' Choice Fall 2011 Fun Stuff Award

Choose one or all four mini project kits that kids assemble, then decorate with stickers.

- Make a Robot Kit -- two sturdy paper robots with interchangeable parts plus shiny foil stickers.
- Sparkly Critter Purses Kit -- decorate puppy, kitty and bear paper purses with glittery stickers.
- Dress-Up Puppies Sticker Kit – glittery stickers enhance doghouses, puppies and their beds.
- Dinosaur Play World Kit -- create a backdrop with pop-out volcano for three dinosaurs plus stickers to populate the scene.

ABOUT PEACEABLE KINGDOM

Peaceable Kingdom was founded in 1983 with a single product – a children's poster based on the artwork from the classic children's book *Goodnight Moon*. Twenty-eight years and more than 5,000 SKUs later, the company has grown to be a leader in juvenile stickers and greeting cards and is just this year expanding their product offerings to include cooperative games.

Peaceable Kingdom's mission is to make good, do good, and be good. Which means: to create fresh, fun, award-winning products that educate, inspire, and tickle funny bones, to donate to charitable organizations that support the well-being of children, to remain committed to socially-conscious manufacturing practices and sustainable and eco-friendly materials, to maintain integrity in all business relationships and to support the people who support us! The Peaceable Kingdom philosophy – come into the kingdom and join the fun!