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Bend It! Build It! Fuzzoodle It!

Giddy Up™ introduces endless fun – and a whole new play category -- with Fuzzoodles™

Ann Arbor, MI - April 2010 –Giddy Up™ is thrilled to introduce Fuzzoodles™, the kookiest new category of fun to hit toy-store shelves this year. A unique combination of arts and crafts and construction toys, funky Fuzzoodles is the perfect find for boys and girls who want to have fun.

Fuzzoodles combines colorful, bendable and BIG fuzzy noodles – Fuzzoodles -- with wacky features like crazy eyes and toothy smiles, along with cool accessories such as a bowtie and a purse. Kids will have a blast putting them all together to create a cast of adorable, fluffy Fuzzoodle characters. These characters can stand alone as playthings, or kids can make them into bracelets, decorate pens and headphones with them, and much more. All the accessories are interchangeable and the design possibilities are limitless. Since no two creations are quite the same, kids can make oodles of reusable Fuzzoodles! The end result: the coolest, custom-made characters on the block!

What makes Fuzzoodles so special? Unlike any other toy, they combine the best of two worlds – crafts and construction. Like a great arts & crafts project, they invite children to develop their own designs. Like the best of construction toys, they help strengthen youngsters' skills.

“Playing with construction toys helps sharpen kids’ minds, strengthen hands and improves coordination as they have fun,” said Michelle Manning, Giddy Up’s Director of Marketing.

“Fuzzoodles is an innovative new interpretation on the classic and proven construction play pattern, and is sure to be a hit with parents and kids alike.”

With Fuzzoodles, youngsters can play on their own, or build, share and swap their furry creations with friends.

Fuzzoodles are so cute and fabulous, kids will want to collect them all – individually, by color scheme or by character category (from Glamour Girls to Goofy Guys) -- and even create their own extended Fuzzoodles families!

In 2010, families nationwide will have the opportunity to try out Fuzzoodles hands-on through a series of nationwide events hosted by Giddy Up.

Perfect for holiday gift giving, ideal for birthday party gift bags and activities, and fun for everyone throughout the year, Fuzzoodles are available in kits featuring durable, safe pieces and unique parts and accessories to create a variety of different crazy characters. Fuzzoodle kits come in three different sizes: Small, Large and Big Box:

Fuzzoodles Themed Small Kits (suggested retail price \$6.99):

Each Small Kit comes with color-coordinated Fuzzoodles and themed Fuzzoodle parts including two 18” Fuzzoodles, four 9” Fuzzoodles, and 1 instruction and idea booklet.

The *Glamour Girl Small Kit* comes with pink, white, and golden yellow Fuzzoodles and is the perfect palate for creating glamorous gals! Also includes Girlie Eyes and Lips features, a Tiara, a Tutu, and a pair of punky Pink Shoes.

The *Monster Madness Small Kit* includes all of the components to make ton of different little monsters and out-of-this-world visitors! Scare up some fun with the neon green, black and purple Fuzzoodles as well as Triple Eyes, a Monster Mouth with Fangs, a Single Eye, Monster Feet with Claws and fun Antenna Eyes.

The *Plush Pals Small Kit* lets you create lots of furry little friends with brown, white, and black Fuzzoodles. Included components are a Doggy Eyes and Nose, a set of Cute Big Eyes, a Bow/Collar, a Button Bear Nose, and Paws.

The *Goofy Guys Small Kit* has all you need to create tons of fun and goofy characters! Included components are red, blue, and yellow Fuzzoodles with a set of Crazy Eyes, pair goofy Eyes with Eyebrows, a Beak, a Mouth with Tongue, and a pair of chubby bare Feet.

Fuzzoodles Large Kits (suggested retail price \$9.99):

Each Large Kit contains six 18” Fuzzoodles, four 9” Fuzzoodles, and 1 instruction booklet.

The *Fluffy Friends Large Kit* gives you everything you need to make pretty pals and adorable fuzzy friends! It features purple, white, pink, and yellow Fuzzoodles with a Girlie Eyes and Lips features, a set of Girl Eyes with Lashes, Purse, Tutu, a pair of punky pink Shoes, a Doggie Eyes and Nose, Cute Big Eyes, Bow/Collar, a Button Bear Nose, and Paws.

With the *Crazy Critters Large Kit*, you can never have too many wacky dudes and silly critters! This kit comes with purple, green, black and orange Fuzzoodles, and a set of Triple Eyes, Monster Mouth with Fangs, a Single Eye, a Left Monster Hand, Right Monster Hand, Monster Feet with Claws, Crazy Eyes, a Beak, a Toothy Smile, and Chubby Bare Feet.

Fuzzoodles Big Box (suggested retail price \$19.99):

This enormous kit combines all of the fun of the *Crazy Critters*, *Glamour Girls* and *Fluffy Friends Kit*. Complete with twelve 18" Fuzzoodle , ten 9" Fuzzoodles, Triple Eyes, Monster Mouth with Fangs, a Single Eye, a Left Monster Hand, Right Monster Hand, Monster Feet with Claws, Crazy Eyes, goofy eyes with eyebrows, a Beak, a Mouth with Tongue, a Toothy Smile, Chubby Bare Feet, a Girlie Eyes & Lip features, Girl Eyes with lashes, Purse, Tutu, Funky pink Shoes, Doggie Eyes & Nose, Cute Big Eyes, a Bow/Collar, a Button Bear Nose, Paws, antenna Eyes. There's an added **BONUS**: Cartoony Left Arm and Right Arms that point and can hold things and Funky Chicken Feet.

For ages five and up, Fuzzoodles will be available this summer at Walmart, Toys R Us, and online at www.buyfuzzoodles.com. For some great ideas on how to Fuzzoodle, check out the "how to" videos and gallery at www.fuzzoodles.com.

So... What will you Fuzzoodle??

About Giddy Up

Elmer's Kids Division, Giddy Up™, headquartered in Ann Arbor, Michigan, develops Wow! inspiring products, technologies and activities, with a mission to inspire the "giddyup" in kids of all ages. Giddy Up™ markets a wide range of children's products and brands, including: the Giddy Up™ licensed arts and crafts products for children, Galt branded infant, toddler, and children's toys, Scientific Explorer™ science-based hands-on educational products for children, and ColorLoco™ products, such as Blendy Pens, Sprayza, Dotza, Color Splitz and the Go Loco Value Brand of activity kits. For more information, call #734/302-4444 or visit www.giddyup.com.