

GIDDY UP

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GiddyUp™ Creates AIRmazing Airbrush Effects for Toy Fair 2010 With New Sprayza Airbrush System

New York, N.Y. February 2010 – GiddyUp™ helps color your child's world with creativity by expanding its line of innovative arts and crafts kits to include the clever and creative Sprayza Airbrush System, bursting onto the scene February 14-17 at the Jacob Javits Center in New York City.

GiddyUp™ is becoming a major player in the children's arts and crafts category with the addition of wow-inspiring products, technologies and activities that spark the "giddyup" in kids of all ages.

"GiddyUp™ is excited to continue to introduce innovative technologies that radically change the way kids color and create," said Michelle Manning, Director of Marketing. "The Sprayza Airbrush System is an extremely easy to use toy designed to unleash children's personal creativity and imagination, and that is something GiddyUp™ feels is very valuable."

With the Sprayza Airbrush System kids can create cool airbrush effects on paper or any surface using nothing more than kid power! This battery-free activity kit contains a set of markers designed to work with the Sprayza tube.

First, slide a Sprayza marker pen into the Sprayza tube chamber until it clicks. Artists can then simply blow into the Sprayza tube and create an amazing airbrushed effect to jazz up their everyday works of art. The closer kids get to the paper, the more intense the spray and vice versa. Little artists can mix and match colors and even blend them by simply changing the marker! They can also use the Sprayza marker pens to color with and add details to all their pictures.

With the Sprayza Airbrush System, designs can be very simple or extremely detailed, making it perfect for a wide range of ages and creative abilities. Best of all, the mix-and-match possibilities are limitless, so kids can create countless one-of-a-kind masterpieces.

Sprayza is perfect for decorating pictures, signs, greeting cards, keepsakes and storage boxes. It's simple, fun and dries almost instantly!

Sprayza Airbrush activities are designed to entertain and engage kids ages five and up. The kits come in three different sizes: El Grande Kit, Suggested Retail Price \$24.99; Large Kit, \$14.99 and Small Kit \$7.99. Available January 2010.

GiddyUp™ is exhibiting at Toy Fair **Booth # 1563**.

About GiddyUp

Elmer's Kids Division, GiddyUp™, headquartered in Ann Arbor, Michigan, develops Wow! inspiring products, technologies and activities, with a mission to inspire the "giddyup" in kids of all ages. GiddyUp™ markets a wide range of children's products and brands, including: the GiddyUp™ 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.