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BRAND NEW AEROMAX JR. FIRE FIGHTER COSTUMES SEND LITTLE JOHNNY TO THE RES“CUTE”

Aeromax's New Costume Sets The Company On Fire

Lake Barrington, IL (January 21, 2009) – There is nothing cuter than a child pretending to ride a horse up and down the hall while wearing a cowboy or cowgirl costume. Nor is there anything more adorable than a kid dressed-up as an astronaut acting weightless in the living room. Except for maybe a little one dragging the garden hose around the yard while wearing a brand new fire fighter outfit, especially one with realistic metal buckles and reflector tape, just like the real ones.



If you want a garden hose go to the hardware store. But if you want the cutest firefighter in the station, it's Aeromax to the rescue! And that's why if you ask the excited attendees of this year's American International Toy Fair where the fire is, it's almost certain they'll tell you it's at the Aeromax booth (Booth #5411).

The award-winning dress-up expert strives for authenticity in its designs and has proudly won many national honors including Family Fun's Toy of the Year, Nick Jr. Top 50 and the Oppenheim Toy Portfolio's Platinum Award. Aeromax's website, www.aeromaxtoys.com, offers a foolproof size chart to get a perfect match for a growing child.

Jr. Yellow Fire Fighter w/Helmet • MSRP \$59.95

Where are you running, kid? To a fire? Well, you're certainly dressed for the part! This brand new yellow fire fighter outfit includes bib overalls with pockets and knee patches, adjustable suspenders. Also included is a coat with buckles, zipper, pockets, authentic gauntlet cuffs and reinforced elbow patches. Plus, an awesome adjustable hard helmet. Available in 6 months size for babies all the way up to adult size for the dad or mom who wants to play, too. (Price varies for baby and adult sizes.) Joins best-selling colors tan and black.



Jr. Fire Chief Boots • MSRP \$24.95

Fire fighters don't go to work wearing sneakers. It's against regulations. So help your Jr. Fire Fighter with a genuine-looking pair of Jr. Fire Chief Boot covers. Available in small, medium, large and adult (Hey, moms and dads like to pretend too!)

Jr. Fire Chief Helmet • MSRP \$11.95

Uh-oh, it's a four-alarm pretend fire! We need to warn everyone. And to do that, just press the buttons on the brand new, Jr. Fire Chief Helmet and its built-in red lights flash along with a realistic siren sound. For both boys and girls ages 5 and up.



About Aeromax

President Mark Levine began his company 11 years ago with one product, the Aeromax 2000 Tangle Free Toy Parachute, which is still iconized in the company's logo. Today its product line boasts 250 (and counting) items and every top toy industry award. Charitable giving is an important component of Levine's business plan with thousands of units donated to Kids Wish Network and most recently, thousands more to the Kids In Distressed Situations (K.I.D.S.) in time for Halloween 2008.

To order online or for more information click on aeromaxtoys.com or call (877) 776-2291.