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AEROMAX GOES WILD WITH KIDS' SAFARI

Award-Winning Children's Dress-Up Company Bags Exclusive Distribution Deal With Kids' Safari

Lake Barrington, IL (August 2, 2006) – For years, Aeromax has scoured the earth, air and sea in its relentless search to bring more high-quality, imaginative dress-up fun into the lives of children. So far they've turned our children into race car drivers, astronauts, doctors and other fantasy professions. But their most recent safari will turn our kids toward the animal kingdom because Aeromax has bagged a cuddly crocodile, a crystal unicorn and a fluffy pink flamingo. Oh, heck, let's just say that Aeromax bagged an entirely new line of dress-up for wild adventure.

The best part about the whole thing is that all of the new costume critters were captured without a fight. That's because Aeromax has signed an exclusive US distribution deal with the 2-year-old Kids' Safari from Australia. Best known for their adorable line of zoo, sea and fantasy costumes, capes and jackets, Kids' Safari is a wonderful complement to Aeromax's extremely popular Get Real Gear line.



Poodle Costume, \$44.95

The distribution agreement with Kids' Safari practically triples the line of products that Aeromax currently offers. In addition to the 26 styles of its Get Real Gear, Aeromax has added 44 new styles from the new line for a total of over 70 costumes.



Dragon Costume, \$44.95

All of the new products are expected to ship in September so they'll be in stores for Halloween:

• **Costumes - \$44.95** – Whether it flies, crawls or swims your kids will want to wear these soft, comfy costumes all day and night. There are 16 styles of zoo animals, sea creatures and insects to choose from. Target ages 3 to 5, one size fits most.

Bear	Dalmatian	Dragon	Horse	Lion	Pig	Rabbit	Tiger
Cow	Dinosaur	Frog	Lamb	Parrot	Poodle	Shark	Unicorn

- **Wrap-n-Rides - \$39.95** – Not only can kids *wear* animal costumes, but they can *be* the animals! These stuffed animals are actually worn around your children’s waists so they can gallop, trot and swim to their imaginations’ content. There are 20 wild styles to choose from. Target ages 3 to 5, one size fits most.



Duck Wrap-n-Ride, \$39.95

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|--------------------|-------------------|
| Crocodile | Octopus |
| Dolphin | Polar Bear |
| Dragon | Rhinoceros |
| Duck | Seal |
| Flamingo | Shark |
| Giraffe | Tiger |
| Gorilla | Tyrannosaurus Rex |
| Horse Butterscotch | Unicorn Pink |
| Horse Carmel | Unicorn White |
| Horse Liqueurice | |
| Lion | |

- **Capes - \$34.95** – High-quality, hooded capes made of soft, plush animal prints. Let your children’s faces show while they choose to howl like a wolf, roar like a lion and buzz like ladybug. Three styles available. Target ages 3 to 5, one size fits most.

- Dalmatian
- Ladybug
- Wolf



Wolf Cape, \$34.95

- **Jackets - \$34.95** – No more windbreakers for your kids. Now they can slip into a plush-like, hooded cow, frog or bumble bee. Six styles to choose from. Target ages 3 to 5, one size fits most.



Ladybug Jacket, \$34.95

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| Bee | Ladybug |
| Cow | Rabbit |
| Frog | Tiger |

For more details, visit Aeromax’s website at www.aeromaxtoys.com

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