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AEROMAX NEW FLYING TOYS LAUNCH KIDS' IMAGINATIONS INTO THE STRATOSPHERE

Aeromax's New Flying and Building Toys Are a Revolution in Fun

Lake Barrington, IL (December 21, 2010) – What are the best four words to hear when kids are playing with a new toy? Give up? It's this: "My turn! My turn!" In *kidspeak* that means, "Whoa, that's the awesomest, most wicked-cool thing I've ever seen in entire my life and if I don't get to play with it I'm going to die!" And, as it turns out, those are also the words that will be escaping the lips of toy store owners when they visit Aeromax in Booth 5317 at this year's American International Toy Fair in New York City.

Returning to its flying toy roots (its first toy was the tangle-free toy parachute), award-winning Aeromax, with a reputation for designing and making finely-detailed dress-up costumes, is introducing an incredible line of safe, foam-rocket toys that hum, zing and soar to heights greater than 75 feet. In addition to sending imaginations into the air, Aeromax is also driving into town with some building block vehicles that will have kids motoring through the house for hours.

CrossBow Blaster • Ages 6 and up • \$4.95

Robin Hood's Merry Men would have been a whole lot merrier if they'd had these cool, camouflaged CrossBow Blasters. Just load, pull and blast. The quick, pop release shoots the safe, foam darts up to 30 feet. Now Robin's men can save the day indoors or out!



HummZinger Screaming Rocket Blaster • Ages 6 and up • \$10.95

Lift off in three, two, one... Zzzing! That's the sound this way-cool, foam rocket makes as it screams to heights of over 75 feet. Just load it, grip it and pull the string to launch the HummZinger to outrageous heights. The only sound you'll hear, besides the rocket, is the sound of kids yelling "Whoa! Do it again!"

TriPower Rocket Blaster • Ages 6 and up • \$10.95

This kid-powered rocket launcher fires three safe, foam rockets up to 30 feet! Just load the rockets, then twist and pump them across the yard or across the room. Whether you missed your target or nailed it

right in the center, go collect the rockets, then twist, pump and launch again and again.





RoadBlox • Ages 3 and up • \$10.95

Some kids drive ambulances and bulldozers, some kids build them, and some extremely lucky kids get to do both! With each of these imagination-inspiring construction toy sets, children can snap together 16 different building pieces to create three different types of fun vehicles. Each set includes: wheels, play blocks, vehicle blocks. Available in two styles - Emergency and Construction.



About Aeromax

President Mark Levine began his company 13 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 more than 300 (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, Kids In Distressed Situations (K.I.D.S.)

To order online or for more information visit their website at www.aeromaxtoys.com.

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