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Samples & JPEGS Available

MY PILLOW PETS WINS TWO PREMIER TOY AWARDS
iParenting Media and Dr. Toy Agree My Pillow Pets is Top Toy

San Diego, CA, June 16, 2009 – CJ Products, makers of My Pillow Pets (www.mypillowpets.com) is pleased to announce that My Pillow Pets has received the 2009 iParenting Media Excellent Product Award and the 2009 Dr. Toy Best Vacation Product Award. The original My Pillow Pets are snugly plush companions that are also a comfortable pillow for bed, television, or travel time.

iParenting Media, one of the country's highly regarded evaluation programs utilizes three review processes: licensed childcare or school, an expert and a parent to select the winners of its coveted award. Dr. Toy's Best Products are carefully chosen, using extensive criteria including safety, age-appropriateness, design, durability, lasting play value, cultural and ethnic diversity, good transition from home to school, educational value, learning skills, creativity, improvement in the understanding of the community and the world, good value for price, and, naturally, fun.

iParenting reviewer had this to say:

- "My Pillow Pets Bumblebee is a fantastic addition to our toy collection. My child enjoys playing with it during the day during imaginative playtime. They also snuggle up to it at bedtime by easily transforming it to a pillow."
- "The Pillow Pet was so brightly colored and so plushly soft that my child could not take his hands off it."

My Pillow Pets are made from the softest, high-quality chenille. There are more than 20 styles of loveable Pillow Pets available. Each My Pillow Pet has distinctive features that give it personality and make it huggable fun for children and adults.

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Tired of plush toys that did nothing, Jennifer Telfer, a San Diego designer set about transforming a traditional stuffed animal into a functional item. It started with a Pillow Pet, an amazingly soft, plush toy that folds out into a comfortable pillow. The line has now expanded to include backpacks and blankets.

One touch of the Pillow Pet and it is an instant love affair for the consumer. In addition to being a big hit with children, My Pillow Pets has seen celebrity Moms including Victoria Beckham stocking up on the cuddly companions. The original My Pillow Pets made their debut at a Tori Spelling event for the Ronald McDonald House and found their way into the loving arms of Denise Richards, Brooke Shields, and Jennie Garth's children.

My Pillow Pets come in two sizes. The 11-inch retails for \$16.99 and the 18-inch retail for \$24.99. They are available at specialty toy stores, gift shops and online at www.MyPillowPets.com.

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Company Overview

Launched in 2003 My Pillow Pets are snuggly plush companions that are also a comfortable pillow for bed, television, or travel time. Made from the softest, high-quality chenille, safety-tested and retail ready. There are more than 20 styles of loveable Pillow Pets available. It's huggable fun for children and adults. Owned by husband and wife team, Jennifer and Clint Telfer, CJ Products has been in business for 12-years bringing toys, gifts and accessories to the retail and kiosk market. Pillow Pets are available at mall kiosks, Hallmark Stores, gift and specialty toy stores. You can also order them online at www.mypillowpets.com.

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