



**Contact:**  
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**Samples & JPEGs Available**

**PLUSH WITH A PURPOSE**  
*"It's all about the turn, and these are turning"*  
**Toy Fair Booth #210**

**San Diego, CA, January 22, 2010** -- My Pillow Pets are snugly 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. With a wide assortment of styles it has become a steady seller for toy stores, gift shops, museums, zoos, aquariums, and other retailers.

"My Pillow Pets is a shining light in the plush category," said Brian Miller, owner of Geppetto's, a Southern California based toy store with 8 locations. "It is a new concept in plush and is a very consistent seller. It is all about the turn and these are turning."

New friends for 2010 include the Thumpy Bunny, Fiery Dalmatian, Splashy Whale, Hungry Hippo, Zippity Zebra, Icy Polar Bear, Chocolate Moose and Magical Unicorn. In addition to the 18" and 11" My Pillow Pets, the line has expanded to include blankets, neck pillows and slippers.

My Pillow Pets has received the iParenting Media Excellent Product award, the Mr. Dad Seal of Approval, Dr. Toy Best Vacation Products 2009 and the reviewers 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."

-more-

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The My Pillow Pet line is supported by year-round public relations, advertising, and a targeted consumer campaign.

My Pillow Pets come in two sizes. The 11 inch with a wholesale price of \$8.00/MSRP \$16.99. The 18" Pets wholesale for \$12.00/MSRP of \$24.99.

**Blankets:** Available in Monkey, Panda, Pig, Ladybug, Puppy, Penguin, Bee, Cow, Dog, Dolphin, Frog, Hippo, Moose and wholesale for \$15.00/MSRP \$29.99.

**Neck Pillows:** Available in Monkey, Panda, Ladybug, Penguin, Pig and wholesale for \$8.00/MSRP \$16.99

**Backpacks:** Available in Bee, Penguin, Ladybug, Monkey, Turtle, Panda, Hippo, Frog, Dog, Bear, Moose, Duck, Unicorn, Dolphin and wholesale for \$12.00/MSRP \$24.99

**Slippers:** Available in Bee, Ladybug, Monkey, Panda, Pig and Penguin. Small (fits up to a children's size 10) and Large (fits up to a women's size 9). Wholesale \$10.00/MSRP \$16.99-\$19.99

For more information visit My Pillow Pets at Toy Fair Booth #210 or contact Heidi Niehart at (619) 249-3868 or Heidi@MyPillowPets.com. Visit our website at [www.MyPillowPets.com](http://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](http://www.mypillowpets.com).

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