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Samples & JPEGS Available

PLUSH WITH A PURPOSE

It's a Plush, It's a Pillow, It's a Hit with kids ages 0-103

San Diego, CA, February 23, 2009 – The original 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. 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.

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 neck pillows.

“The Pillow Pets are quickly becoming the hot toy of the year”, said Jennifer Telfer, owner and designer of My Pillow Pets. “It has become the go-to birthday gift and also a collectors item with people buying two to three Pets at a time.”

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 Jenny 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.