



# TOMY®

## **TOMY'S CELLA STICKER MAKER NAMED TO PARENTS MAGAZINE "BEST TOYS 2008", JOINS AI TECH RACING AS "MUST HAVE TOY" FOR HOLIDAY SEASON**

SANTA ANA, Calif. – TOMY's Cella Sticker Maker has been named one of Parents Magazine "Best Toys 2008" and is featured in the November issue. The fun and innovative Cella allows kids ages five and up to easily create cool designs and turn photos, drawings, celebrity pictures and much more into funky stickers perfect for scrapbooking, notebooks and other accessories.

Expected to be a top holiday seller, the Cella Sticker Maker comes in translucent pink and blue, and is available only at Toys R Us. Suggested retail price is \$19.99 with refills available for \$9.99. More information is available at [www.cellaclub.com](http://www.cellaclub.com) and [www.tomy-usa.com](http://www.tomy-usa.com).

According to Tomy Marketing Manager Sandra Leo, "Tomy is very excited to receive the Parents Magazine 'Best Toys 2008' designation for our Cella Sticker Maker. Girls across the U.S. are embracing Cella to create and customize stickers that reflect their individual style. Cella is so easy to use, that one twist magically turns any picture into a high quality, repositionable sticker."

Just in time for Holiday '09, Tomy also introduces the Cella Magnet Maker. In just four easy steps, Tomy's Cella Magnet Maker turns photos, designs and drawings into instant magnets that stick to most metal surface. The kit, which retails for \$19.99 at Toys R Us, comes with pre-designs and will create over 80 magnets.

Cella joins Tomy's AI Tech Racing as "must have toys" this year. AI Tech is an entertaining way to introduce boys ages five and above to the excitement of automobile racing. Battery operated; AI Tech's innovative "sensor" technology features the ability to detect and avoid obstacles, and negotiate turns and corners without user input. Available at Toys R Us, Walmart and Target in Starter, Deluxe and Ultimate Deluxe sets, suggested retail prices run from \$39.99 to \$99.99.

With numerous track configurations, users control the velocity of the vehicles, including "turbo" speed to pass their opponent while obstacles and barriers increase the fun and difficulty. Each stylish and colorful car is approximately a 1:32 scale vehicle and can be used on or off the track. All six available vehicles come with decals for customizing.

A national network and cable television advertising campaign will support AI Tech holiday sales.

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