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Dolly Adventures expanding

LONG ISLAND, N.Y.—*The Dolly Adventures* series of interactive books and dolls has signed with three additional sales firms in an effort to secure wider U.S. distribution, the company announced today. The firms will sell *The Dolly Adventures* line to the toy, gift, educational and museum markets, the company says.

Margot Sadler & Associates will cover the Southeast region, Danson Sales will sell to the Rocky Mountain states and Toyology will cover the west coast from California to Alaska. The company also says it is actively pursuing other groups to round out its sales force.

"I really admire the innovation in this product line," Sadler says. "There's nothing really like it out there, and once again, it shows how mothers can be great inventors of products that will really strike a chord with kids and their families," said Sadler.

The series, which was created by Alison Herman and her mother Lynne Grossman, debuted this February at Toy Fair.

"We're excited at the momentum we are building," says Herman of the deal.

The company also announced that, effective immediately, *The Dolly Adventures* will now be available through lower pricing options and freight deals across the country.