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**DOLLY ANNOUNCES HER LATEST ADVENTURE:
NEW SALES REPS IN THE U.S. SOUTHEAST,
THE MOUNTAIN STATES &
THE ENTIRE PACIFIC COAST**

***Children's Toy/Book Publisher Increases Its Market Share
With Three New Sales Rep Firms***

Long Island, NY (June 13, 2006) – The Dolly Adventures has just announced agreements to be represented by three of the country's most successful specialty sales rep groups. These partnerships will all but guarantee the 1-year-old company's award-winning line of "Dolly Adventure" books distribution into nearly 25 new states.

The deals are more significant in that most of the better specialty sales reps will only take on mature lines with a proven track record of sales. For them to take on a relatively new product line shows their confidence that The Dolly Adventures is a winner.

All three rep groups, considered by most industry insiders to be some of the specialty industry's top reps, will sell The Dolly Adventures line to the toy, gift, educational and museum markets. The Southeast will be covered by Margot Sadler & Associates. Danson Sales will be selling to the Rocky Mountain States, and Toyology will cover the west coast from California to Alaska. Believing that reps are the strongest way to build a sales force, the company is actively pursuing other groups to help them get complete U.S. distribution.

"I really admire the innovation in this product line. 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.

In order to help make their national launch successful, The Dolly Adventures has announced new, lower pricing and freight deals. Effective immediately the wholesale cost of its premier products, "Dolly Goes To The Supermarket," and "Dolly Goes To The Beach," have been reduced to \$10. There are free freight deals as well.

“We’re excited at the momentum we are building,” said Alison Herman, co-founder of “The Dolly Adventures.” Herman and her mother, Lynne Grossman, debut “the Dolly Adventures” at February’s American International Toy Fair.

“The Dolly Adventures” is a series of fun, beautifully illustrated, hardcover storybooks that promote positive interaction and learning between a child and her doll. These child-friendly experiences transcend into real-life situations that teach valuable lessons ranging from developing healthy eating habits to practicing sun safety, while promoting kind behavior and a positive attitude.

For more information on The Dolly Adventures, please visit www.dollyadventures.com or call 1-866-36.DOLLY.

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