

FOR IMMEDIATE RELEASE

Dream Big Toy Company Partners with Girls Inc.

Glen Ellyn, IL – June 16, 2009 – Dream Big Toy Company is pleased to announce a partnership with Girls Inc.: a nonprofit organization dedicated to inspiring all girls to be strong, smart, and bold. As part of the partnership, Dream Big Toy Company will donate 5% of profits from the sale of Go! Go! Sports Girls dolls to Girls Inc. to support the organization's programs for girls.

"We are excited to partner with Dream Big Toy Company, whose Go! Go! Sports Girls dolls promote self-esteem, the benefits of a healthy lifestyle, and sports participation for girls in a creative, encouraging way," says Joyce Roché, President and CEO of Girls Inc. "This relationship is especially exciting because, as a woman business owner, Jodi Norgaard demonstrates to girls how one's passion can become an engaging, successful career."

Go! Go! Sports Girls are a line of plush, sports-themed dolls designed for girls ages 3 -12. Approximately 14" in height, the dolls promote a subtle yet strong message – appreciate and be true to yourself. They were created as a fun and educational way to promote self-appreciation and the benefits of daily exercise, healthy eating and sleeping habits, self-esteem and overall healthy life-skills for girls, regardless of race and socioeconomic class. The dolls have recently been awarded the Oppenheim Toy Portfolio Gold Seal Award 2009 for excellence in toys for preschool and early school ages.

"In the conceptual phase of the Go! Go! Sports Girls, I knew I wanted to give back to the community," says Jodi Norgaard, President of Dream Big Toy Company. "After researching and speaking with many charitable organizations, Girls Inc. and their mission to inspire and empower girls seemed to be the perfect fit."

With roots dating to 1864, Girls Inc. has provided vital educational programs to millions of American girls, particularly those in high-risk, underserved areas. Today, innovative programs help girls confront subtle societal messages about their value and potential, and prepare them to lead successful, independent, and fulfilling lives.

For more information on Go! Go! Sports Girls, please call 877-351-1031 or visit www.gogosportsgirls.com. For more information on Girls Inc., please visit www.girlsinc.com.

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