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NEWS RELEASE

FOR IMMEDIATE RELEASE

Zodiac Girlz™ Dolls Launch Exclusively At K•B Toys and KBtoys.com

New Dolls Offer Fun, Fashion and Friendship

PITTSFIELD, MA (November X, 2003) – A hot new line of diverse, caring and hip dolls comes to KB Toys and KBtoys.com just in time for the holidays. They're the Zodiac Girlz™, an international group of cosmic best friends with personalities sent straight from the stars. The 12 unique dolls, one for each astrological sign, inspire individuality, creativity and self-confidence in pre-teen girls.

Each of the 9.5-inch fashion dolls manufactured by Integrity Toy has a unique look, special personality characteristics and trendy accessories based on her sign of the Zodiac. KB Toys now features exclusive Zodiac Girlz™ products in dedicated shops at KB Toys stores, and in an online boutique at KBtoys.com.

"Initial consumer response for the Zodiac Girlz™ has been overwhelmingly positive," said Tom Alfonsi, senior vice president, product development for KB Toys. "These dolls appeal to young girls, with their empowering message of individuality, friendship and doing your best."

The Zodiac Girlz™ love the same activities popular with tween girls, like birthday party sleep-overs, the latest styles and sharing secrets with their BFF (best friend forever). But the Zodiac Girlz™ characters embody important ideas unique among today's popular fashion dolls. Instead of focusing on appearance, the Zodiac Girlz say, "Clothes and fashion are fun – but it is what's inside that counts! Self confidence is your #1 fashion accessory™"

Zodiac Girlz™ Website - www.zodiacgirlz.com

The Zodiac Girlz™ began life at www.zodiacgirlz.com in 2002. The cosmic characters have a loyal online following, averaging 150,000 unique visitors a month. The Zodiac Girlz™ are the brainchild of the creative team at 3 Muses, LLC. The site provides insight into each Zodiac Girlz™ personality and features horoscopes, bios, games, astro-greetings and a newsletter. Girls can e-mail letters to the Zodiac Girlz™, ask Capricorn for advice on crushes, get fashion tips from Taurus and share poems with Pisces. The site reflects the core message of the Zodiac Girlz™ – every girl is unique and special in her own way.

Zodiac Girlz™ Dolls and Accessories - www.kbtoys.com/ZodiacGirlz.html

The Zodiac Girlz™ line at KB Toys includes 12 unique Zodiac Girlz™ dolls, each based on a different astrological sign. Fans will also find Zodiac Girlz™ related products and accessories including: fashions, fashion accessories, a magic fortune journal, arts and crafts, sticker books and more.

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About KB Toys

KB Toys is the nation's largest combined mall-based and online specialty toy retailer, operating more than 1,300 stores in all 50 states, the American Territory of Guam and the Commonwealth of Puerto Rico. KB Toys operates retail stores under the names KB Toys®, KB Toy Works®, KB Toy Outlet™, Toy Liquidators®, KB Toy Express® and offers online shopping through KBtoys.com™ (www.kbtoys.com) and eToys® (www.etoys.com). KB Toys, Inc., the parent corporation, is a privately held company headquartered in Pittsfield, Massachusetts.

About 3 Muses

3 Muses, LLC (www.3muses.com) from Studio City, CA is a brand development company specializing in the creation and marketing of children's character properties for entertainment and licensing. 3 Muses was formed in early 2002 by three young, entrepreneurial women and has quickly risen in popularity with their first property for tweens, the Zodiac Girlz™, that debuted on the internet in June 2002 (www.zodiacgirlz.com).

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