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Dear Specialty Retailer,

Thank you for letting us serve you as you work to provide innovative, environmental, and educational alternatives for your customers.

There is a lot of excitement surrounding PlanToys® in '09:

We will continue to enforce our MAP (Minimum Advertised Price) Policy in '09 to protect the Plan Brand Name. This means that PlanToys® will not support retailers that repeatedly advertise PlanToys® at more than 10% off the suggested retail prices noted on the price list. Please see MAP Policy on price list for more details.

We will offer 100 additional Earth Day In-Store Activity Kits for Earth Day '09 (April 22)

Following-up on the success our first Earth Day Activity Kit and Window Contest, we will have 100 additional Earth Day kits available for 100 additional retailers in '09. The kit includes in-store activity, prizes, store signage, educational handout, and a press-release for your local parenting publication. Kits will be offered on a first-come, first-serve basis. Please sign up online by visiting www.plantoyususa.com and clicking the Earth Day icon!

We are offering a New Eco-Efficient Modular POP System.

We have revised our POP materials to make them more versatile, compatible and eco-efficient. Our new PlanToys® display includes adjustable shelves, changeable header and more. It can be used as an island display or wall unit. Our new banners can be used on banner stands, on our shelf display, or as hanging banners. We even have a kid size banner. Check out the enclosed Merchandising Tools insert for more details.

PlanToys® Co-Op Ads are now available at www.plantoyususa.com

Did you know that up to 3% of your PlanToys® purchases can be used to promote PlanToys® and your store? Please visit www.plantoyususa.com > PlanToys® USA > Retailer > Co-op Ads to see ad slicks and more details.

Enclosed please find:

PlanToys® '09 Catalog
PlanToys® '09 Price List
PlanToys® '09 Merchandising Materials

Recognizing that we must increase prices for '09, we are extending the deadline for '08 prices through January 31. All orders received before January 31 will be shipped at '08 prices. We encourage you to take advantage of this time to submit your re-stocking order.

Thank you, again, for partnering with PlanToys® to grow your business. We look forward to working with you in '09, and we hope you have a joyful holiday season.

Sincerely,

Nittaya Zeugfang
President

