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THE AMAZING LIVE SEA-MONKEYS®
THE WORLD'S ONLY INSTANT LIVE PETS®!
Rebirth of a Cultural Icon

RANCHO DOMINGUEZ, CA – January 2004: What is in a name? Lots! If the name is Sea-Monkey® according to that know it all in the World Wide Web; Google.com! Simply do a search for sea monkeys and you will get 1, 050,000 related pages. You read it right!

Adults and children alike are finding out about Sea-Monkeys and it is becoming a craze to rival the reaction it received when introduced in the 60's and early 70's. Sea-Monkeys still hook the hearts and imaginations of children and adults today, same as they did 44 years ago! Devotees around the world (Sea-Monkeys are sold in 25 countries) can quench their salty critter thirst with 23 exciting habitats, a central Website www.sea-monkeys.com—all packed with information on Sea-Monkeys and their care, as well as E-shop, licensed items, and tens of fan sites and newsgroups dedicated to Sea-Monkeys.

Sea-Monkeys have been featured in magazines such as JR14, YM, Kids Planet, and In-style just to mention a few. They have been featured or mentioned prominently in movies and TV shows such as Finding Nemo, Identity, King of Queens, Daredevil, and on and on. The Licensing program launched in 2003 includes MJC apparel, IGT video slot machines, Majestic retro action figures, H.E.R accessories and six additional licenses. 2003 sales were bigger than ever in the USA with e-commerce becoming a bigger piece of the pie—true to the trend reported by Toy Industry Analysts.

2004 is going to be the year Sea-Monkey kits become more fun, interactive and PINK! The Amazing Live Sea-monkeys has developed a line of products specifically for the girl market as well as interactive kits, (portable aquariums) for girls, boys and adults. Since the Baby Boomers are still fascinated by Sea-Monkeys, we have developed couple of items specifically for the adult market.

The 2004 product line up includes: Magic Castle in the Pink, On the Go Locket, On the Go Sea-Bubble, Space Cruise-XT, Wrist-Aquarium, Miracle of Instant Life.



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On the Go Friendship Locket:

THE AMAZING LIVE SEA-MONKEYS® ON THE GO FRIENDSHIP LOCKET™:

Don't ever be lonely again! Grow your adorable Sea-Monkey pets in this Pink version of the classic sea-monkey set. Watch them as they come to life, feed them once a week, oxygenate the water and observe them as they grow and create their own families. But the fun does not stop there, now you can take your Sea-Monkey pets along with you wherever you go in our beautifully designed friendship locket. The locket is totally watertight, it comes with three interchangeable background images or you can use a photo of your own. Your traveling pets can swim happily in their mobile homes for up to 12 hrs. So go ahead create some Instant Pets® and make some friends.



Ages 6+, Includes: Pouches 1, 2 and 3. (Water purifier, Instant Life Eggs, Growth Food), Calibrated Feeding Spoon, Pink tank with built-in magnifiers, Pink aero-vent tank cover, Aqua-Leash, A portable locket aquarium, two interchangeable background images."



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On the Go Sea-Bubble®:

THE PERFECT KIT TO
HATCH, GROW AND SHOW
YOUR SEA-MONKEY PETS!

Hatch the Sea-Monkeys in the patented Micro View tank and watch them as they double in size for the first ten days, and for show and tell or for better viewing transfer them, using the Aqua-Leash, to the Sea-Bubble key chain. Watching the Sea-Monkeys is absolutely hypnotic. Their graceful slow dance is even more

mesmerizing in the dual colored Sea-Bubble. The kit contains everything needed to hatch, grow, and show your Sea-monkey pets. The Sea-Bubble is designed to hold two or three Sea-Monkeys for up to 12 hours. They must be transferred back to the tank at the end of the period—where they are welcomed back by their brothers, sisters and cousins who can hardly wait to hear of their adventures in the world of the giants!



Ages 6+, Includes: Pouches 1, 2 and 3. (Water purifier, Instant Life Eggs, Growth Food), Calibrated Feeding Spoon, Tank with built-in magnifiers, Aero-vent tank cover, Aqua-Leash, Sea-Bubble key chain, and Instructions



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On the Go Wrist-Aquarium™

What can be more fun!
So you get to raise your
Sea-Monkeys and then
take them along with you
in this totally cool, high-
tech Wrist-Aquarium. The
Sea-Monkeys will happily
swim and show off their
translucent bodies in their
cool habitat for up to 12
hrs but then you need to
put them back in their



permanent larger tank. This is a great way to get a close up view of the Sea-Monkeys while watching their playful dance-like non stop swim or as they vie for a girlfriend! The set includes everything you need to hatch, grow and transfer the Sea-Monkeys into their mobile temporary show and go home.

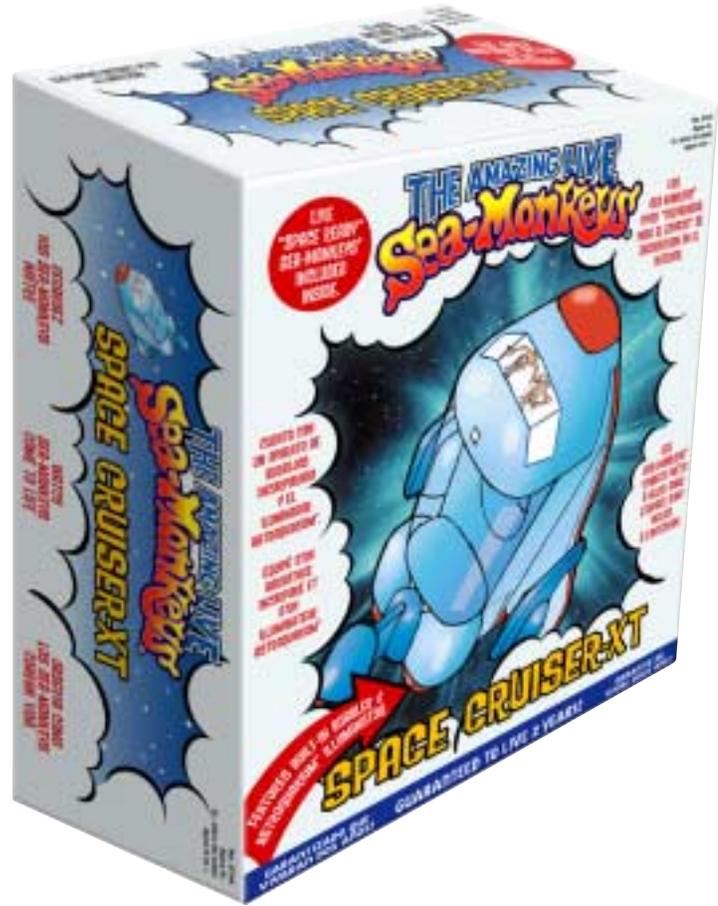
Ages 6+, Includes: Pouches 1, 2 and 3. (Water purifier, Instant Life Eggs, Growth Food), Calibrated Feeding Spoon, Tank with built-in magnifiers, Aero-vent tank cover, Aqua-Leash, Wrist-Aquarium, Instructions



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Space Cruiser-XT™

Sea-Monkeys have been to space on five NASA space missions; most notable was the last shuttle ride with John Glenn. Now these intrepid space voyagers are ready for a cosmic adventure of their own in a sleek newly designed Space Cruiser-XT. A high tech environment fit for these prehistoric inhabitants from the Jurassic period. The Space Cruiser-XT is equipped with a glow in the dark view portal, two red LED lights for better night time viewing, and a bubbler for introducing oxygen to their living environment. Everything you need to start and care for your Sea-Monkey aqua-astronauts is included on-board. So let's go—BLAST OFF!



Ages 6+, Includes: Pouches 1, 2 and 3. (Water purifier, Instant Life Eggs, Growth Food), Calibrated Feeding Spoon, Tank with built-in magnifiers, two red LED lights, built-in bubbler, and Instructions



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Magic Castle in the Pink

How can one resist this enchanted habitat in a reusable bag? The kit comes with all a princess would need to start its very own family of Sea-Monkeys, plus an adorable reusable bag fit for a princess. The little princesses' duties are so simple; add packet one to 10 ounces of water, wait 24 hours and add Instant Live Eggs packet. Now all that is left to do is watch them come to life and double in size for the first ten days. Starting in the fifth day she needs to feed them once a week and oxygenate the water with the Million Bubble Air-Pump. That is the extend of her royal duties for this enchanted habitat. Once all done she can relax and watch her Sea-Monkey dominion as they swim nonstop in and out of the magical habitat.



Ages 6+, Includes: Pouches 1, 2 and 3. (Water purifier, Instant Live Eggs, Growth Food), Calibrated Feeding Spoon, Magic Castle tank, Magnifier/feeding hatch lid, Million Bubble Air-Pump, Reusable bag, and Instructions