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THE AMAZING LIVE SEA-MONKEYS® THE WORLD'S ONLY INSTANT LIVE PETS®!

RANCHO DOMINGUEZ, CA – January 2003: The package says, “**Create Sea-Monkey® Pets**”...and the buyer thinks to herself “not possible.” It just does not compute, adding a pouch full of crystals to water and creating living, breathing pets--- mind-boggling, it can not be true. Oh...but it is.

Sea-Monkeys still hook the hearts and imaginations of children and adults today, same as they did 40 years ago! Devotees around the world (Sea-Monkeys are sold in 17 countries) can quench their Sea-Monkey thirst with 16 exciting habitats, a central Website www.sea-monkeys.com, packed with information on Sea-Monkeys and their care, E-shop, tens of fan sites and newsgroups dedicated to Sea-Monkeys.

In 2001 Educational Insights, the parent company, created an entirely separate division with the mandate to focus on nothing but Sea-Monkeys. An aggressive brand building strategy was put in place and implemented.

Among them were hiring Siren Marketing as licensing agent, Platform PR as promotion agency and FYI Design as its design firm.

In 2002 the Sea-Monkey division concentrated on strengthening the product line and on creating a distinctive line look. The Amazing Live Sea-Monkeys® created different presentation styles of its products to fill the needs of the varied distribution channels and thus successfully increased its presence in Mass Market stores as well as channels such as Hobby and Comic Stores, Drug Stores, Convenience Stores, Pet Stores and at the same time increased its International presence.

For 2003 The Amazing Live Sea-Monkeys will continue with its very aggressive PR and brand building strategy and introduces several new products among them: My First Pet™, Executive Set™, Port-A-Pet™ Playpen and Instant Pet® Display.



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My First Pet:

Which parent has not been approached by her child to get a dog, a cat or

Usually, the first thing that pops into our minds, as parents, is "oh no you don't I am not going to get stuck with caring for another living thing." The child begs and the parent refuses, the child bargains and the parent refuses and this goes on and on until one of the parties involved gives up on his/her demand. "My First Pet" a new product for 2003 from the Amazing Live Sea-Monkeys is the first step in the

exciting world of pet ownership. This product is designed specifically with the goal of introducing and educating young children to the joy of pet ownership teaching them responsibility and preparing them to become caring pet owners. My First Pet is a multifaceted product. It's a book on pet-care, an activity book, a book on fascinating world of Sea-Monkeys and it also includes the most amazing of pets, an Instant Pet ®. Which child can resist the magic of creating an instant colony of pets by him/herself. All that she needs to do is add the pouch containing the eggs to the water and become proud owner of a colony of Sea-Monkey pets. Feed them, care for them, and give them love. Watch them as they go through the many stages of their life cycles and form families.

The first chapter of the 32-page book discusses in very simple language what it means to own a pet and how one should care for his/her pet. The second chapter introduces the children to the amazing world of Sea-Monkeys. The last section of the book consists of 8 activities, combination of puzzles and word searches. Being that the companies roots are in educational products they did not forget to include a glossary, after all little kids love big words.

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, Million Bubble Air-Pump, Three coloring Pencils, 32 page on pet care, Storage container for the pouches, A portable aquarium on key chain, A little blue Sea-Monkey guy named "Salty"





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Port-A-Pet Playpen™:

*SHOW AND TELL KITS
NEVER LOOKED BETTER.*

The perfect kit to hatch, Grow and Show your Sea-Monkey pets

Hatch the Sea-Monkeys in the tank, watch them as they double in size everyday, and for show and tell or better viewing transfer them, using the Aqua-Leash, to the Playpen.

Watching the little Sea-Monkeys is absolutely hypnotic. Their graceful slow dance is even more mesmerizing under the glow of the red LED light of the PlayPen. Their translucent bodies take on a magical form under the glow and the configuration of the PlayPen makes it possible for x-treme close-up of these fascinating pets.

The kit contains everything needed to hatch, grow, and care for the Sea-monkey pets. The PlayPen is designed to hold several Sea-Monkeys for 24 hours and they must be transferred back to the tank at the end of the period.



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, Portable PlayPen with steel clip, PlayPen Stand, Instructions



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Executive Set:

THE PERFECT OFFICE PET KIT

This is an invitation to all desk bound people to jump off the money trail and nurture their kinder gentler side.

Sea-Monkey's all black and gold set is the perfect office décor, companion and

conversation piece. Just watching their graceful dance will lower any blood pressure. The set includes all necessary to hatch Sea-Monkey pets, feed and grow them. The set also includes a new accessory, Tiny Tank Tool, a high design squeegee with LED Light to add a bit of fun and pizzazz.



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, Million Bubble Airpump, Tiny Tank Tool, Magnifier, Instructions