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THE PERFECT HOLIDAY GIFT Give people back the fun!

RANCHO DOMINGUEZ, CA – October 2003: The Amazing Live Sea-Monkeys is just simply fun. 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, E-shops, licensed items and tens of fan sites and newsgroups dedicated to Sea-Monkeys—all packed with information on Sea-Monkeys and their care.

Sea-Monkeys have been featured in magazines such as J14, YM, Elle Girl, Zink, USA Today, Maxim, Kids Planet, and In-style just to name a few. They have been featured or mentioned prominently in movies and TV shows such as Finding Nemo, Identity, King of Queens, Simpsons, The Man Show, Samurai Jack, and Making of Daredevil....

The Licensing program launched in 2003 includes loungewear from MJC apparel, retro action figures from Majestic inc., Calendar and Doodle Art by Trends inc., Wrist Bands from H.E.R accessories and more.

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.

With all this said and done, Sea-Monkeys are this seasons' ideal holiday gift for kids as well as baby boomers, who are trading it on e-bay; the arena for finding those cool items you have always wanted. The product line offers something for everyone. From My First Pet, a child's first introduction to pet

ownership, to Executive Set; office bound's answer to pet ownership. There are big sets with all kinds of gadgets and accessories and simple stocking stuffers such as the ocean Zoo set. Kits are sold at Toys R Us, Toysrus.com, Target, Hot Topics among others the accessories and retro items such as T-shirts as well as a good selection of tanks are also available at www.sea-monkeys.com.

So go ahead indulge the child in you and all those around you who are still curious about nature's many miracles.



Ocean Zoo® Shrink wrapped



Ocean Zoo® Blister



Magic Castle™



Sea-Monkeys on Mars™



Explor-A-Sub™



Robo-Diver™



Executive Set



Sunken Treasure blister

