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APPLE PARK LUXURY ORGANIC PLUSH TOYS
TO DEBUT SIX NEW PRODUCTS AT TOY FAIR 2010

SAN FRANCISCO, February 10, 2010 - The creators of Apple Park, a luxury collection of the finest, eco-friendly plush toys and accessories for babies and children, are pleased to announce the debut of six new products at Toy Fair 2010 in New York City, February 14-17. Founded by mother Angie Ting and mother-daughter designers Susan and Chloe Pate, Apple Park's mission is to create unique, lovable and stimulating toys from organic, sustainable and recycled materials, which benefit our children and our environment.

Joining the original Apple Park products -- the five Picnic Pals (Ducky, Lamby, Bunny, Cubby and Monkey), Picnic Pal Blankies, Deluxe Crib Blankets and the Apple Seed Rattle -- are Picnic Pal Finger Puppets, Picnic Pal Hand Puppets, Picnic Pal Soft Block Set, Picnic Pal Wrist Rattles, Picnic Pal Soft Teething Toys and Organic Cotton Burp Cloths, all made with state-of-the-art, ecologically-supported materials. The new products will be previewed at Toy Fair 2010 at Apple Park's booth, #5345 in the Earth-Friendly section, and will be available in stores beginning in May 2010.

"We are thrilled to announce the expansion of the Apple Park family with the introduction of the puppets, rattles, soft block set, teethers and burp cloths," said Angie Ting, Apple Park co-founder.

"It has always been our intention to grow the brand beyond the original products. Following the hugely successful response we have received to the Apple Park Picnic Pals, Blankies and Deluxe Crib Blankets since we launched in fall 2009, we are sure that the new products, which are made with the same love, care, and 100% organic materials, will receive an equally enthusiastic response from our fans," added Susan Pate and Chloe Pate, Apple Park co-founders.

The name "Apple Park" represents the ideals that define the brand. The word "apple" stands for a new beginning, the life cycle, nature, love, curiosity and education. "Park" refers to a place where people collaborate with nature for the purpose of preservation and enjoyment.

Inspired by nature and classic toys, Apple Park Picnic Pals are five plush baby animals: bunny, cubby, ducky, monkey and lamby, who live and play in Apple Park, a make-believe



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park in San Francisco where the apples grow in the shape of hearts. Each Picnic Pal holds a gift of love, a heart-shaped apple seed rattle, and delivers an invitation to a picnic in Apple Park.

The Picnic Pals each arrive in an eco-friendly, bright red apple box, complete with a natural silk leaf and grosgrain ribbon handle. Upon opening the lid, children enter the world of Apple Park. Looking closely, you can see the five Pals having a picnic under their favorite apple tree with a view of the San Francisco skyline in the distance.

All Apple Park products and packaging are made with state-of-the art, ecologically supported materials. One hundred percent organic cotton, natural silk, non-toxic recycled plastics, sustainable corn filler and soy fiber are used to create the unique and naturally hypoallergenic products.

Apple Park fuses new technology and old world craft to create products that are 100 percent non-toxic and exceed safety standards. State-of-the-art techniques and materials are developed, tested and implemented in Apple Park's own facility, the first and only soft toy factory in China to be certified by the Global Organic Textile Standard (GOTS).

Apple Park's founder, Angie Ting, a mother of two young children, formed a partnership with Pate International, an innovative and highly respected San Francisco design firm known for its environmentally conscience designs, to create the brand. Principal Susan Pate, along with her daughter and colleague, Chloe, were excited to extend their expertise to the baby market.

"We set out to create a line of toys that was not only environmentally responsible, but visually appealing and tactilely pleasing to children," said Angie Ting. "Being a mother, my core concern was providing products that are safe for children and healthy for the world in which they will grow."

"Apple Park has imaginative and stimulating products to surround your baby from the start," said Susan Pate. "Infants respond initially to the bright red of the apple seed rattle and its silk leaf is one of the first things they will grasp. The playful Picnic Pal will continue to engage the child, becoming friends for life."

"We wanted the brand to be fun, full of color and sensuous to the touch," noted Chloe Pate, "and to make eco-friendly baby products that are superior to conventional choices."



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The five happy, huggable Picnic Pal characters, each approximately nine inches tall, appear engaged and inquisitive with their big friendly eyes. They will sit in any position without tumbling over and are hand-crafted with love and durability. Each Picnic Pal has been designed to withstand even the biggest bear hugs.

Suggested Retail Prices are as follows:

Apple Park Picnic Pal: \$48

Apple Park Picnic Pal Blankie: \$24

Apple Park Deluxe Crib Blanket: \$88

Apple Seed Rattle: \$12

Picnic Pal Finger Puppet: \$9

Picnic Pal Hand Puppet: \$30

Picnic Pal Soft Block Set: \$30

Picnic Pal Wrist Rattle: \$16

Picnic Pal Soft Teething Toys: \$18

Organic Cotton Burp Cloths (set of three): \$20

Visit Apple Park on the Web at www.applepark.com and at Toy Fair booth #5345.

Note to editors: Photographs and samples are available on request. Testing Credentials and Organic Certifications: ATSM, CPSIA, GOTS Certified, Member of Organic Exchange, Certified non-toxic, Oeko-Tex Standard 100

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