



FOR IMMEDIATE RELEASE

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Educational Insights Serves Up Creativity in Many Forms

*New PlayFoam® SKUs Sparkle, Glow-in-the-Dark, Go Big,
and Enhance Creative Play*

RANCHO DOMINGUEZ, Calif., February 17, 2008 – Educational Insights has announced the introduction of several new PlayFoam products. They include Sparkle PlayFoam®, Glow-in-the-Dark PlayFoam™, the PlayFoam™ Creativity Kit, and the PlayFoam™ Giant Pack.

“PlayFoam is that unique product that makes you say ‘Wow!’ from the first time you lay hands on it,” said Mark Mallardi, Vice President of Marketing at Educational Insights. “With the introduction of the new Sparkle PlayFoam, Glow-in-the-Dark PlayFoam, PlayFoam Creativity Kit, and PlayFoam Giant Pack, creativity now comes in a wide variety of forms, with the possibilities limited only by the imagination.”

Made of non-stick, non-toxic, remoldable sculpting beads, PlayFoam never dries out, won’t stick to skin, clothing, carpeting, or other surfaces, and maintains its consistency over time. It can be used over and over again, making it a great art supply investment.

Sparkle PlayFoam (Ages 3 and Up)

Glittering stars, sparkling snowflakes, and shimmering fish are just a few of the dazzling designs you can create with Sparkle PlayFoam. Sparkle PlayFoam is always soft and ready to use — and never dries out! Sparkle 6-Pack includes one brick each of yellow, blue, green, white, orange, and purple. Sparkle 12-Pack includes two bricks each of yellow, blue, green and white, plus one brick each of orange, pink, purple, and apricot-pink. EI-1812 6-pack MSRP \$10.99; EI-1813 12-pack MSRP \$19.99

(more)

Glow-in-the-Dark PlayFoam (Ages 3 and Up)

Turn off the lights, and watch your creative designs take life with Glow-in-the-Dark PlayFoam! You will glow with delight as you sculpt everything from a super-bright creature to a solar system that's out of this world! Glow-in-the-Dark PlayFoam is always soft and ready to use—and never dries out! Includes six neon bricks in yellow, blue, green, white, orange, and pink. EI-1809 MSRP \$10.99

PlayFoam Creativity Kit (Ages 3 and Up)

Squish, shape, and design dozens of colorful creations with the new PlayFoam Creativity Kit. This kit features nine PlayFoam bricks and more than 100 fun craft accessories! Perfect for home or the classroom, the PlayFoam Creativity kit will provide hours of creative fun, without creating a mess! Accessories include pipe cleaners, wiggly eyes, feathers, glittery pom-poms, craft sticks, yarn, and jewels. Colors include blue, yellow, purple, gray, Sparkle pink, Sparkle orange, Sparkle green, and Glow-in-the-Dark bricks. EI-1801 MSRP \$24.99

PlayFoam Giant Pack (Ages 3 and Up)

Get ready for some super-sized fun with these giant PlayFoam bricks! The set contains PlayFoam bricks in eight bright colors, including Sparkle and Glow-in-the-Dark—enough PlayFoam for hours of sculpting fun. EI-1825 MSRP \$39.99.

Additional PlayFoam Products

PlayFoam is available in a variety of other sets, including PlayFoam™ 6-pack, PlayFoam™ 12-Pack, PlayFoam™ Mini Bricks, PlayFoam™ Class Set, and PlayFoam™ Individual Bricks Display.

About Educational Insights

Educational Insights, Inc., a subsidiary of Learning Resources, has, for over 40 years, brought to market award-winning educational products that engage, entertain, and educate. The design and development of the company's products is spearheaded by an editorial team of seasoned, professional educators. This, coupled with the fact that the company's products are in use in virtually every elementary school throughout the nation, insures the highest design and instructional integrity in all the company's offerings. The company's product lines include educational toys and games, test prep systems, classroom resources, and electronic learning aids. Educational Insights' products are available through specialty toy stores, teacher supply stores, and educational dealers everywhere.

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