



TOY INDUSTRY COMES TO PLAY AT TOY WISHES 2008 HOLIDAY PREVIEW EVENT
Surprise Celebrity Guests and Toy Industry Leaders Unveil the Toy Wishes “Hot Dozen”

(NEW YORK) September 11, 2008 – Toy Wishes Magazine, The Ultimate Guide to Family Entertainment, today announced it will host its annual Holiday Preview on Tuesday, October 7th at the Jacob Javits Convention Center in New York City. In its 10th anniversary, Toy Wishes Magazine will present the exclusive first look at the hottest toys and kids entertainment products of the 2008 holiday season.

The highlight of this year’s event is the eagerly anticipated unveiling of the “Hot Dozen,” the list of must have toys for the 2008 holiday season. To add even more excitement to this year’s unveiling, several surprise celebrity guests will be on hand to demonstrate why these toys are so popular.

“This year is sure to be our biggest success, with more than 50 brands such as Hasbro, LEGO, Spinmaster, Nickelodeon and Crayola returning year after year, as well as many new manufacturers joining us for the first time,” said Gareb Shamus, publisher of Toy Wishes. “We’re also pleased to welcome Amazon.com for the first time as a strategic partner.”

The one-day preview will highlight the best and most exciting products set to hit store shelves in time for the holiday crunch. The event will also include an executive roundtable, featuring top executives from the major toy and entertainment industry brands as well as a Halloween costume fashion show.

To continue in the holiday spirit of the event, many of the toys at the preview event will be donated to the Toy Industry Association’s charity, Toy Bank. Through The Toy Bank, the first industry-wide program of its kind, charities in North America support underserved, homeless and at-risk children in providing them newly manufactured toys. To register for the 2008 Toy Wishes Holiday Preview please visit www.toywishes.com. You must register to attend this event.

About Toy Wishes

Toy Wishes is the preeminent guide for toy shopping, children’s entertainment, and parenting tips. This one-of-a-kind publication previews and reviews the hottest new toys throughout the year, in their semi-annual issues. The Toy Wishes “Hot Dozen”—the 12 toys predicted to be the most in demand—has been the most consistently cited hot toy list since the magazine’s debut in 1999. The magazine is published by entertainment guru Gareb Shamus and edited by former Nick Jr. Magazine editor Wendy Smolen.

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