



22 December 2010

## Squinkies™ Arrive!



Funtastic are delighted to welcome the hottest girls collectible from the US to the home of brands in 2011.

Squinkies™ are a collection of squishy and adorable mini doll and pet pencil toppers, which come in a surprise bubble that fits in the palm of your hand.

The brand has been recently launched in the United States where it has created a craze and has quickly become the hottest girls' collectible toy for Christmas 2010. Squinkies™ has announced a long list of licensed partners including Disney, Mattel and Marvel and has exciting line extensions to make this a long term phenomenon.

Funtastic's Chief Executive Officer, Stewart Downs, believes this recent addition to the company's significant portfolio of brands demonstrates our ability to source the most exciting products from around the world. "We're delighted to bring Squinkies to the Australian market. Squinkies aligns absolutely with our ability to deliver the hottest products and build brands for Australian consumers".

Squinkies™ will be launched in Australia in March 2011 supported by a fully integrated marketing campaign running throughout March and April, laying a solid foundation to drive Squinkies™ collectability.

The world of Squinkies™ fits in the palm of your hand and there are literally hundreds to collect! Squinkies™ friends come in lots of different collections like Babies, Kitties, Friends, Ponies, Pets and Puppies - These soft and squishy figures are so cute you'll want to collect them all.



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