



13 April 20100

### **It's a Pillow, It's a Pet, It's a Pillow Pet!®**



Funtastic are excited to announce that we have been appointed as the exclusive distributor and manufacturer of Pillow Pets® for Australia & New Zealand.

Since the US launch, sales of Pillow Pets® have been exceptional. At the close of 2010, US market data shows Pillow Pets® as the No. 1 Plush Property and No. 9 property for the total toy industry for October to December 2010 (US NPD Data). In December alone, US sales exceeded \$154 million with over 8,000,000 units sold at an average sell price of \$19.17 (US NPD Data).

The Pillow Pets brand is also currently engaging with major licensing partners, with more exciting announcements to follow in the near future on the integration of key children's properties into the Pillow Pets® range.

Funtastic's Chief Executive Officer, Stewart Downs said "with a world class launch plan scheduled for September 2011 we are confident that Pillow Pets® will prove to be a powerhouse brand in Australia and New Zealand".

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For more information on Funtastic visit the web site at [www.funtastic.com.au](http://www.funtastic.com.au) and for comment contact Stewart Downs, Funtastic Limited Ph: 03 85310000.

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