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WHO SAYS YOU CAN'T PLAY WITH YOUR FOOD...

**DAYDREAM TOY™ PUTS A NEW SPIN ON MEALTIME
WITH THE PRINCESS & DINO PLAY WITH YOUR FOOD™ PLAYSET**

HOBOKEN, NJ (June 1, 2009)- Bring on the broccoli! Pile on the peas! Anyway you spin it, healthy eating transforms into fun with Daydream Toy's new PLAY WITH YOUR FOOD FAIRY PRINCESS and PLAY WITH YOUR FOOD DINOSAUR themed sets.

Kids will even forget they are eating their veggies as PLAY WITH YOUR FOOD makes a game out of breakfast, lunch and dinner! Bright, colorful and full of character, each PLAY WITH YOUR FOOD set includes a plate (a.k.a. game board), matching mug and game spinner. Get the festivities cooking by simply preparing a wholesome meal, serve and then let PLAY WITH YOUR FOOD handle the rest.



Anything can be child's play, even eating. The PLAY WITH YOUR FOOD plate is divided into four different areas enabling you to provide your child a balanced and nutritious meal. Just place one type of food in each section of the plate and unleash the fun. Mealtime turns into playtime as each tot takes their turn at spinning the dial.



Whether it's a bite of macaroni or a nibble of green beans, the PLAY WITH YOUR FOOD spinner instructs kids what to eat next. Taste buds will always be on their toes as they'll never have the same meal twice. Once engaged in an entertaining meal, children won't notice that they are actually enjoying a healthy dining experience.

Anything is possible in a Daydream...

Innovative and unique, PLAY WITH YOUR FOOD makes the perfect gift for the whole family including grandparents, parents and children! Now everyone can play with their food, eat and enjoy.

Clean up is also a breeze as the PLAY WITH YOUR FOOD plates and mugs are dishwasher safe. PLAY WITH YOUR FOOD is packaged in a colorful windowed gift box that shows the details of each plate and mug.

The PLAY WITH YOUR FOOD game is available at specialty retailers nationwide for an approximate retail price of \$20 each.

Anything is possible in a Daydream...Daydream Toy is a privately owned company that creates award-winning toys that engage children and release their imagination. Based in Hoboken, NJ, Daydream Toy brings customers a wonderful array of over 35 new and innovative products that stimulate the minds of children and parents alike. Daydream Toy products can be found at specialty toy retailers, catalogs and websites. For more information and to see the latest from Daydream Toy visit www.daydreamtoy.com.

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