



For Immediate Release
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New for 2005

Silly Putty + Sports = A Winning Combination!
*New Sport-Themed Assortments Sure to Score
 with Kids and Kids at Heart*

Easton, Pa. -- Since the first ball of Silly Putty bounced its way into our hearts and homes more than 50 years ago, it has been used for everything from stabilizing wobbly table legs to stuffing holiday stockings. Now, this timeless, classic toy with one moving part has reinvented itself in three new sports-themed varieties that will give kids something to cheer about, as well as bring out the kid in adults who grew up stretching, bouncing and copying the comics with it. Collect them all, and let the games begin!

Product

SRP Age Availability

\$4.99 3+ Now

Silly Putty Football, Silly Putty Basketball and Silly Putty Soccer combine two times the amount of Original Silly Putty in a collectible football-, basketball- or soccer-shaped container, along with a 6" x 9" play mat that pictures the corresponding playing surface -- a football field, basketball court or soccer field.

Each kit includes a plastic goal post, basketball hoop or goal with net, along with game rules and a variety of options for playing the sport. Play with a friend and try to outscore your opponent, or, play solo and try to beat your own best score. Silly Putty Sports will challenge die-hard sports enthusiasts and cerebral types alike, so get ready to "go for the gold" in office Olympics! It could be just the right diversion needed to get those creative batteries recharged!

Silly Putty Football, Silly Putty Basketball and Silly Putty Soccer each include 1-oz. of Silly Putty -- use it all or just part of it to create a ball. Each title in the series includes a football goal post, a basketball hoop and net, or a soccer goal and net; and suction cups to hold them in place to create a competitive court or playing field.



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