



For Immediate Release
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New for 2005

Create . . . Express . . . Connect!
Girlfitti from Crayola lets the Real YOU Shine Through!

Easton, Pa. -- Now that Girlfitti from Crayola has arrived, girls have even more ways to express who they are. From trendy magnetic jewelry to fabric decorating and body art, there's a Girlfitti fashion activity kit to fit every girl's lifestyle and interests. No two girls are alike, so why should they settle for "cookie-cutter" fashion accessories! Girlfitti lets them design high-fashion accents as original and unique as they are. Read on to see why today's girls are saying, "thanks to Girlfitti, I'm free to be me!"

Product

Girlfitti Magna Beads bring glitz and glamour to the magnet craze and are a fun way for girls to design their own high-fashion bracelets, chokers and necklaces that reflect their individual style. The "attractive" magnetic beads make it simple to create and remake cool styles over and over again using more than 250 multi-colored beads. Special end connectors means there's no need for knots, so the beads are simple to string together into colorful patterns. Add a dangle charm and you're super stylin! Change colors and charms to match your outfit or your moods.

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$9.99	6-9	July '05



Product

Girlfitti Style Setter lets girls create "glam" clothing and accessories with the easy-to-use "rhinestone you applicator" shaped like a funky platform shoe! Just load the rhinestones in the shoe, slide your fabric inside and with a "click," you're style setting! Add rhinestones to jeans, tees, belts and headbands. Style Setter has all the tools needed to create cool, funky couture with the stencils and idea book included, or use your imagination to create a look as individual as you are. Girlfitti Style Setter allows girls to decorate most fabrics and comes with a denim belt and more than 60 rhinestone studs.

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$14.99	6-9	July '05



Product

SRP Age Availability
\$14.99 6-9 July '05

Girlfitti Body Art is the ultimate in cool fashion -- for your skin **and** the clothes you're in! Better than a tattoo, Body Art has tons of designs -- 100 in all, in a variety of colors, shapes and themes -- that can be worn, taken off, redesigned and worn again. Body art designs are colorful, trendy and versatile, while being totally safe for skin and clothes. The stylish Body Art carrying case holds all the decorating components needed, including 50 rhinestone and metallic jewels, stickers, adhesive and a creation tool.



Product

SRP Age Availability
\$7.99 6-9 July '05

Girlfitti Hairageous lets girls make a serious hair statement -- without going over the top! If you're in the mood for a makeover, but not ready to make a major change, Hairageous lets you have it both ways. The easy-to-use color-change wand and 3 colorful hair extensions in blonde, blue and purple allow girls to change their hairstyle as often as they change their minds. Change colors of the hair extensions by adding heat or cooling. If you're feeling super funky, add a design to the clip-on strand with the color-change wand. The options are infinite! The kit also includes a styling tool -- part brush/part heart stamp -- and a "smart charm" that snaps into the hair clip! The smart charm works with the Girlfitti Smart Charms interactive bracelets and Light-Up Pendant to create special light shows.



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