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Crayola Helps Moms Save Some Green on Back-to-School Shopping *New School Tool Lineup Stretches Imaginations and Budgets*

July 9, 2009 - EASTON, PA - With moms wanting to stretch every back-to-school shopping dollar as far as possible this year, they'll find the latest Crayola school tools priced under \$9, and many school list supplies like 24-ct. Crayola Crayons and 10-ct. Crayola Markers under \$1.00 at retailers nationwide. But what makes her investment go even farther is the investment she's making in her child's development.

"What moms have always appreciated about Crayola is that giving her kids high quality tools to power their imaginations doesn't have to be expensive," said Crayola President and CEO, Mike Perry. "When something is created, children develop their confidence, problem-solving, literacy and social skills—and that's priceless."

This year's Crayola back-to-school product lineup includes innovative, affordable variations on the classic crayon, markers and colored pencils.

Fun Tools for Powering Imaginations

Crayola Pip-Squeaks may be smaller than their full-size Crayola counterparts, but they pack a big punch of bold color that inspires kids to travel wherever their creativity takes them. **Pip-Squeaks Colored Pencils** give children a small size, big color medium to use when putting their huge imaginations to paper, in whimsical colors like "blue suede shoes," "goldfish" and "wacky watermelon." A special "Pip-Tip" sharpener is included that puts a perfect point back on each pencil. For children four and up; suggested retail price is \$4.99 for a set of 18-ct. Pip-Squeaks Colored Pencils.



Crayola Color Switchers are dual-ended markers that allow kids to magically change the colors of their drawings with a swoosh of the "color switch" tip. Each Color Switcher features a broadline marker on one side and a clear-ink tip marker on the other. The clear ends reveal their true

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colors when kids color over the marks they've made. Kids can draw a red house with one end of the marker and then switch sides to add yellow windows. For children six and up; suggested retail price is \$4.99 for a set of six dual-ended Color Switchers markers.

Colorful Creations

Crayola Poster Crayons are specially formulated to deliver vibrant, bold colors on light or dark colored poster board. The eight unique opaque crayons are perfect for science fairs, school projects, signs and crafts that will colorfully stand out in a crowd! For children four and up; suggested retail price is \$2.99.



Crayola Color Sticks are the newest innovation to a back-to-school staple—colored pencils. These sticks are pure COLOR! With no wood casings to sharpen away, every bit of color can be applied to students' creations. Their unique pentagon shape makes them easy to hold and allows for tons of varied techniques including broad strokes, thin lines, writing and shading. For children six and up; suggested retail price is \$8.99 for a set of 12-ct. Color Sticks.



Bringing Creativity to Unexpected Places

Crayola Mega Window Crayons are creamy, colorful drawing tools that let kids transform classroom windows, mirrors and other glass surfaces into instant decorations. Their bright, bold colors lay down smoothly and dry quickly without smudging. And when it's time to redecorate, colors wipe clean with a damp cloth. Crayola Mega Window Crayons will keep kids' creativity flowing with endless options for coloring and drawing on any glass surface. For children 6 and up; suggested retail price is \$5.99.



Crayola Mega Window Markers have three times the ink supply as regular broadline markers, extending their performance when called upon to produce mega-sized drawings or large lettering on windows, glass and mirrors. Moms and teachers will be thrilled to hear that Crayola Mega Window marker ink is washable from clothing, making them a good choice for projects at home or at school. Just in time for the back-to-school season, Crayola Mega Window Markers are also



available in a special School Colors assortment which includes White, Blue, Orange and Charcoal. For children six and up; suggested retail price is \$5.49.

About Crayola LLC

Crayola LLC, a subsidiary of Hallmark, Inc. based in Easton, Pa., is the worldwide leader in children's creative expression products. Known for the iconic Crayola crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit www.crayola.com/mediacenter.

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