

**PRESCHOOL TOY AND ENTERTAINMENT BRAND *SHUSHYBYE*
MAKES ITS ONLINE RETAIL DEBUT EXCLUSIVELY
ON TY'S TOY BOX**

***SHUSHYBYE* Makes Its **Ty's Toy Box** Premiere October 1, 2005**

Ty's Toy Box/SHUSHYBYE Launch To Be Supported By Online Promotional Tie-In With iParenting.com Parenting Website And Loews Theaters

FOR IMMEDIATE RELEASE:

Los Angeles, CA – The entire product line from the toddler/preschool toy and entertainment/lifestyle brand ***SHUSHYBYE*** will make its Web retail debut with the popular online store **Ty's Toy Box** (www.tystoybox.com) on Saturday, October 1, 2005.

Product to be offered via the Ty's Toy Box.com dedicated ***SHUSHYBYE*** marketplace include ***SHUSHYBYE*** Toys and plush from Blue Box Toys; ***THE SHUSHYBYE DREAM BAND LIVE ON TOUR*** DVD from WGBH Boston Video; ***SHUSHYBYE*** combined storybooks and original rock 'n roll and lullaby music CD's from Penton Books; ***SHUSHYBYE***-themed sleepwear from You and Me Baby; and ***SHUSHYBYE*** beds, night stands and ***SHUSHYBYE Dream Box*** toy chests from Global Innovative Services.

SHUSHYBYE is all about inspiring children to *look forward* to nighty-night time...and to help parents prepare their children for sleep in a fun and loving way that encourages imagination. The Shushies – who live in such ***SHUSHYBYE*** villages as Nap Vally, Snore Shore and Yawn Island – make dreams expressly for children. Led by Snoozles, Dozie and Zeez, the Shushies place their completed dreams in ***SHUSHYBYE Dream Boxes*** and send them to children as they fall asleep via the ***SHUSHYBYE Train***. In order to get their ***SHUSHYBYE*** dreams, children must go to sleep on time for the arrival of the ***SHUSHYBYE Train***, i.e. when Mommy and Daddy tell them to.

Supporting the ***SHUSHYBYE*** launch on Ty's Toy Box is a cross-promotion involving the online retailer and top parenting Website iParenting.com (www.iparenting.com). Throughout the entire month of October, iParenting.com will present a ***SHUSHYBYE*** prize giveaway courtesy of Ty's Toy Box, awarding five randomly selected winners with all items from the ***SHUSHYBYE*** product line.

(more)

SHUSHYBYE/ Ty's Toy Box

Page Two

The Grand Prize winners will also receive a one-year movie pass from Loews Theaters. The non-transferable card allows the owner and a guest to attend any movie at any Loews Theater throughout a 12-month period from the date of issuance.

In addition to the **SHUSHYBYE** toys, books, music CD's, sleepwear, DVD and children's furniture, winners will also receive a month free of the **SHUSHYBYE** audiotext subscription-based program **SHUSHYBYE & GOODNIGHT**, which features a nightly prerecorded message from Snoozles, Dozie and Zeez. Offered at \$14.95 per month, the **SHUSHYBYE** audiotext service launches December 1, 2005.

"We are excited to be the debut online home for the comprehensive **SHUSHYBYE** product line," said Ty Simpson, President and CEO of Ty's Toy Box. "We are extremely selective about the brands we offer our customers, and **SHUSHYBYE** meets our criteria for preschool properties that deliver quality, originality and entertainment value."

Ty's Toy Box (www.tystoybox.com) specializes in the marketing, purchasing and fulfillment of character-licensed children's merchandise through online marketplaces it creates for each specific Property, under the Ty's Toy Box brand. Among the brands it currently features are The Wiggles, Teen Titans, Strawberry Shortcake, The Koala Brothers, Jo Jo's Circus, Miss Spider's Sunnypatch Friends, Atomic Betty, Lazytown and The Doodlebops. Each brand-centric "boutique" features the full breadth of officially licensed merchandise available for each Property. From toys, apparel, party items, and home/room décor to footwear, home video, books, collectibles and more, Ty's Toy Box provides maximum shelf space for each brand at a single destination, something that is virtually impossible to achieve at the traditional retail level.

SHUSHYBYE is a registered trademark brand of The Shushybye Company.

###

CONTACT: SSA Public Relations
Los Angeles: John Russel (818) 501-0700
New York: Carolyn Lipkins (212) 679-4750

Ty's Toy Box: George Stolpe (859) 282-8697, ext. 6