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FOR IMMEDIATE RELEASE

Anthony Innovations, Inc.'s 'The New Touch Game' Wins Prestigious NAPPA Honors Award

Tracy, California – The New Touch Game, from Anthony Innovations, Inc., was named an Honors Award winner in the 2007 National Parenting Publications Awards (NAPPA) Children's Products competition. Full results will be announced Nov. 1, 2007, in 40 regional parenting magazines across the country and online at Parenthood.com. This distinction recognizes The New Touch Game as a standout among toys, books, DVDs, software & video games, music and spoken-word recordings available for children today.

Now in its 17th year, NAPPA is a well-known name in industries focused on children's learning and entertainment. Parents, relatives and other adults working with children – those who want high-quality toys and products that provide “smart fun” and good design, and grow with children's developmental needs – rely on NAPPA for their holiday and year-round gift-giving.

“NAPPA-winning products meet the most stringent criteria and are judged by nationally recognized industry experts, educators, reviewers and advocates in their fields,” says NAPPA Manager Barbara Smith Decker. “NAPPA has set the industry standard of excellence for nearly two decades and the award is a much-sought honor by manufacturers, artists, authors and product designers. When parents see the NAPPA Gold or Honors seal on winning products, they're assured of a high quality, fun and educational experience for their children.”

The New Touch (item #86828 – MSRP \$32.00) is designed for the whole family, ages 5 and up. “Before time runs out, reach your hand in the opening of the container and identify small objects within using only your sense of touch.” It is an innovative sensory educational game in which players identify & collect educational objects with their sense of touch, as other are engaged, watching through the patented observation window. Players strengthen tactile perception & visualization skills and challenge memory in an interactive atmosphere. ‘Fun Facts’ on the backs of the cards, about each piece, promote more in-depth learning. Expansion Packs of additional cards & pieces keep the challenge fresh.

Anthony Innovations, Inc. is an independent specialty manufacturer. that proudly supports specialty retailers and are members of ASTRA, NSSEA, GAMA & WIT. Their dedication to their company lies in their product's benefits, being an excellent family game, bringing all ages together, as well as being a valuable teaching tool for a wide range of special needs applications.

The National Parenting Publications Awards were created in 1990 to review children's products. It has since expanded into two divisions:

- **Children's Products** – Toys & Games, Music, DVDs, Books & Magazines, Storytelling & Spoken-Word Recordings, Software, Video Games and Websites.
- **Parenting Resources** – How-to Books, DVDs and Websites; Maternity and Baby Gear, Accessories, Gadgets and Products that make parenting easier.

NAPPA is recognized for its service to parents, having won the Parenting Publications of America's Gold Award for Editorial Excellence. NAPPA is a program administered by Dominion Media, a division of Dominion Enterprises, and promoted in association with parenting publications across the United States and on the web at Parenthood.com.

2007 NAPPA Judge:

Toys – Ellen Metrick has more than 20 years' experience in the toy industry. As the toy specialist and manager of business development for the National Lekotek Center, a nonprofit that focuses on accessible play for children of all abilities, Metrick helps manufacturers develop and evaluate high-quality toys.