



Disney Fairies Kids Products 2008

Electronics



20" TV/DVD Combo

SRP: \$199.99 - \$29.99

Retailer: DisneyShopping.com and Toys R Us



Alarm Clock Radio

SRP: \$29.99

Retailer: DisneyShopping.com and Toys R Us



CD Boombox

SRP: \$39.99

Retailer: DisneyShopping.com and Toys R Us



DVD Player

SRP: \$59.99

Retailer: DisneyShopping.com and Toys R Us



Disney Mix Max Plus Video MP3 Player

SRP: \$129.99

Retailers: Target, Best Buy, Toys 'R' Us, Limited Too, and DisneyShopping.com

Everything kids need to play music, movies, TV shows, music videos and digital photos on-the-go.

Special Features

- 512 MB of internal memory, expandable up to 2 GB via SD/MMC slot
- Supports WMV video, JPEG image and MP3/WMA audio formats
- 2.2-inch color display runs video at 220 x 176 resolution, or 30 frames per second
- Holds up to 6 hours of video or 240 songs
- Built-in rechargeable battery for 8 hours music playback or 2 hours video playback



Disney Mix Stick MP3 Player

SRP \$39.99

Retailers: Toys R Us

Easily portable and creatively designed for kids and tweens, the Disney Mix Stick digital music players play MP3 and WMA audio formats. The new 2.0 version features an all-new form factor shape and exciting new Disney designs.

Special Features

- 512MB internal memory (expandable up to 1 GB via SD/MMC slot)
- "Mix It!" feature creates instant on-demand, easy-to-use playlists
- Holds up to 120 songs/8 hours of WMA music
- Holds up to 60 songs/4 hours of MP3 music
- No computer required when used with Mix Clips
- USB 2.0 connectivity
- 8-hour built-in rechargeable battery



Disney Pix Click Digital Camera

SRP: \$49.99

Retailers: Best Buy, Toys 'R' Us, Target and DisneyShopping.com

You're picture perfect and now your pictures can be too with the Disney Pix Click, the first affordable digital camera for kids of all ages. Photos are easily downloaded into your computer. Comes with Disney Pix™, an exclusive and highly interactive editing software suite that lets you create awesome photos and graphics.

Special Features:

- Holds up to 200 photos
- VGA 640 x 480 digital resolution
- 1" color LCD display
- 2x digital zoom with built-in auto flash
- TV output (NTSC/PAL compatible)
- Requires 2 AA batteries (not included)

Toys & Games



FlyTech Tinker Bell, Flying Robot

SRP: \$24.99

Retailers: ToysRUs

Available: Fall 2008

Disney Fairies fans will get big thrills this fall with the new Tinker Bell featuring WowWee's FlyTech technology, a vertical flyer featuring enchanting flight patterns, graceful wing design and a flower wand remote controller designed specifically for children's hands. Users can control the height and speed of the Tinker Bell flyer with ease, allowing her to soar, dive and glide. Her light-weight, crash-resistant materials prevent her from getting into mischief.



Disney Fairies Clickables

SRP: \$4.99 - \$29.99

Retailers: Mass retailers

Available: Fall 2008

The popularity of Disney Fairies endures with the timeless following of one very feisty and spunky fairy, Tinker Bell, and by the 5 Million unique Disney Fairies avatars created by thousands of girls at www.DisneyFairies.com

Kids and tweens are quickly embracing virtual worlds and, while there are several Internet-related toys in the market today, the play ends when the computer gets shut down. With this new line of Pixie Hollow toys powered by Clickables technology, Disney is bringing the fun of social networking and virtual trading and collecting into the real world. Now girls will be able to extend the fun of the enchanting online world of Pixie Hollow.com to the real world - school, the park, or wherever they may be.

With just a "click" of the Y-Shaped Clickables icons, girls can find each other the next time they log on to PixieHollow.com, they can exchange virtual gifts and much more.



Disney Fairies Playset with 3.5-inch doll

SRP: \$34.99

Retailers: TRU, Target, Kaybee, Kmart, Wal-mart, Meijers, eToys.com

Available: Fall 2008

Tinker Bell and Friends Take Flight Playset allows girls to help make Tink and her animal friends from the movie fly. Attach the Pixie Power Wand to Tink or any of her three friends and watch their wings magically flutter! Or host a picnic under the flowers with fun sweets and treats for Tink and friends. Includes Tink, a butterfly, a firefly and a baby bird as well as the Pixie Power Stick and lots of accessories.

Includes a Disney Pixie Pass – a special code that unlocks a free virtual item at the new Disney Fairies virtual world, www.PixieHollow.com, such as a special dress for a Disney Fairy to wear or a decoration for her virtual home.



Disney UltiMotion

SRP: \$79.99

Retailers: Available at mass retailers nationwide

Available: Fall 2008

UltiMotion is a new video game line that combines video gaming with toys, role play accessories and one of the most popular trends in video gaming: motion games. Put on the beautiful fairy wings and fly through the forest as Tinker Bell or dress up in a lovely pink Sleeping Beauty skirt and dance with Aurora, just like in Sleeping Beauty with UltiMotion™ Disney's Sleeping Beauty™ & Disney Fairies™ games. These games combine girls' favorite Disney Princesses and Fairies from past to present. Each title includes the full system, along with role-play and dress-up items including Fairy wings, Sleeping Beauty skirt and two magic wands, to enhance play!

Using the Plug It In & Play Technology, the UltiMotion console plugs directly into the A/V jacks of any standard TV, making it an all-in-one gaming system with no additional console or software needed.



Assorted Role Play Dresses & Accessories

SRP: \$19.99 - \$29.99

Retailer: Mass & Toy retailers

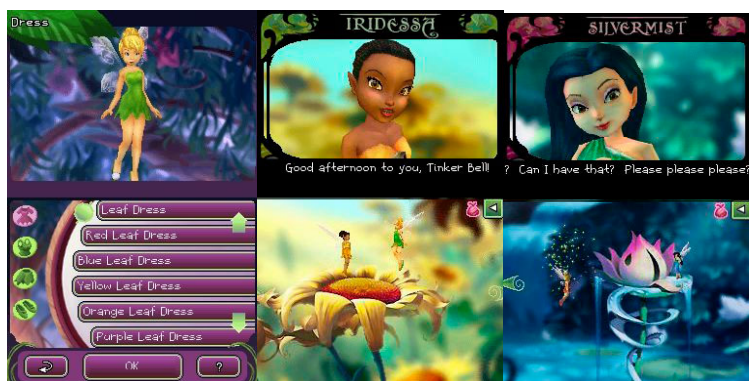




Assorted Character Dolls – 3.5” and 8”

SRP: \$12.99 - \$19.99

Retailer: Mass & Toy retailers, DisneyShopping.com, Disney Stores



Disney Fairies: Tinker Bell for Nintendo DS

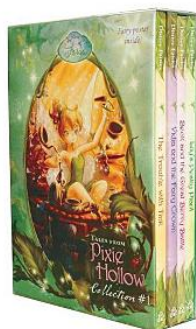
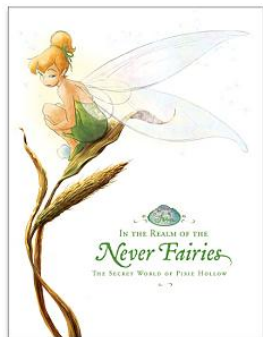
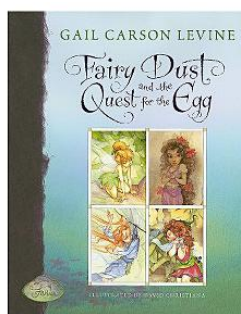
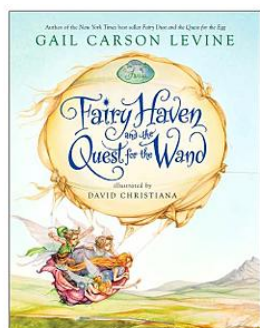
SRP: \$29.99

Available: Fall 2008

Disney Fairies: Tinker Bell for Nintendo DS allows girls to use their stylus to fly around and explore the beautiful world of Pixie Hollow as the beloved Tinker Bell. Players can fully customize Tinker Bell's wardrobe and accessories to create trendsetting and fashionable looks.

Disney Fairies: Tinker Bell also allows girls to interact with dozens of Disney Fairies, including Silvermist, Iridessa and Fawn, and explore Pixie Hollow through time-based activities and mini-quests. Players are able to barter and trade items they've collected for new materials, clothing and accessories to add their wardrobe.

Books



Assorted Disney Fairies Books

SRP: \$17.99 - \$24.99

Retailers: bookstores nationwide

Fairy Haven and the Quest for the Wand

by Gail Carson Levine and illustrated by David Christiana

The enchanting sequel to the best seller *Fairy Dust and the Quest for the Egg* tells the tale of Tinker Bell and the Never fairies fighting against the greatest danger of all to save their beloved Fairy Haven. Ages 6-10

Fairy Dust & The Quest for the Egg

The novel that launched the Disney Fairies franchise and remained on the NY Times Best Seller's list for over 20 weeks

In the Realm of the Never Fairies: The Secret World of Pixie Hollow Book

Delve deep into the world of the Never Fairies with this comprehensive guide to Pixie Hollow. Learn what fairies eat for dinner, what to wear to a fairy celebration, how to cure the fairy flu, and more. Plus, enjoy in-depth profiles of all your favorite fairies.

Tales from Pixie Hollow Boxed Book Set -- Collections #1 & #2

Fashion



Assorted Apparel & Accessories

SRP: \$9.99-\$69.99

Retailers: Disney Store, DisneyShopping.com, Sears, Target, Wal-Mart, Macy's West, Dillard's, Mervyn's, Kohl's



Assorted Handbags & Accessories

SRP: \$9.99-\$39.99

Retailers: Sears, Target, Wal-Mart, Macy's West, Dillard's, Peebles and Club Libby Lu



Décor



Assorted Tinker Bell Bedding

SRP: \$29.99 - \$99.99

Retailer: Disney Store, DisneyShopping.com, Sears, Wal-Mart, Target, Mervyn's, etc.

She'll have adventurous dreams of Pixie Hollow as she nestles in Tink's comfy and cozy bedding sets



Food & Personal Care



Assorted Disney Fairies food products

SRP: \$1.99 - \$9.99

Retailers: Grocery stores nationwide

The Disney Fairies food assortment includes Disney/Kellogg's Eggo waffles with Disney Fairies characters integrated into the waffle; Disney/Breyer's yogurts, assorted fruits & vegetables



Assorted Tinker Bell Personal Care

SRP: \$.99 - \$19.99

Retailer: Sears, Target, Wal-Mart, Wal-Greens, etc.

Party & Stationery



Disney Fairies Assorted Stationery

SRP: Hands Off Journal \$7.50

Wood Pencils \$1.99-3.50

Magnetic Notepad \$2.99-3.99

Barrel Pens \$1.99-2.99

Journal w/ Floating Charms \$8.50

Retailers: Claire's, Limited Too & other specialty stores

Sprinkle some pixie dust on everyday school supplies with this magical new assortment of Tinker Bell & Fairies Stationery.



Crayola Color Wonder Tinker Bell Coloring Set

SRP: \$9.99

Retailers: Toys R Us, Target, Wal-Mart, etc.

The Crayola Color Wonder Coloring Set includes 6 Color Wonder markers and 1 Tinker Bell coloring book. Color Wonder is a special ink that shows clear on most surfaces until it is used on special Color Wonder paper. Then, the markers show up in color! It's like magic and it is mess-free!



Tinker Bell Fairies Birthday Party Packs

SRP \$34.99 - \$74.99

Retailers: Disney Store, DisneyShopping.com, Party City, Hallmark, Birthday Express

Everything you'll need to throw a spell-binding pixie party including invitations, balloons, napkins, table cover, candles and magic-filled favor purses.



Assorted Tinker Bell Fairies Scrapbook Kit

SRP: \$16.99 - \$24.99

Retailers: DisneyShopping.com, Disney Store, Wal-Mart, Target, Toys R Us, etc.

Tinker Bell will help you capture all of your special memories. Our enchanted kit includes over 250 scrap booking supplies.

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