

What Women Want

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From

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In with the new

Zoobies names former Manhattan Toy Company Exec, Arete Passas, as the new CEO of their fast growing plush animal corporation!

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Hot on the heels of their three year anniversary, Zoobies is excited to introduce their new CEO Arete Passas.

With the tremendous growth they have been seeing recently, Zoobies hired industry veteran Arete Passas to oversee the company and lend her extensive consumer goods and toy experience to the brand. Arete is the former CEO of the Manhattan Toy Company, served as a Director on the Board of the Toy Industry Association, and has worked at Procter & Gamble, Crayola, Scholastic, and Mattel. They are looking forward to seeing what she has in store!



Zoobies are the most innovative and fastest growing plush animal phenomenon on the market. Their three-in-one design makes it possible for kids to bring their favorite stuffed animal, blanket, and pillow on trips, to sleepovers, or just around the house.



Also coming soon to the Zoobie family is Wyatt the Wolf!

The cute and cuddly plush animal becomes a comfy pillow by unfastening the velcro latches, and a cozy blanket unfolds from the zippered pouch found on the belly of the animal. While other toys on the market can



turn from stuffed animal to pillow or are blankets featuring plush animal heads, no other product has the versatility of Zoobies.

Not interested in the common animal? There is a Zoobie for everyone. Choose from collections such as Safari, Bug, and Wildlife. Their bright colors, soft textures, and adorable designs are a hit with kids and babies who love to snuggle.



After the success of The Very Hungry Caterpillar, which sold out in only five business days, they have decided to release combos featuring Peter Rabbit, Paddington, Olivia, and Spot.

Zoobies are made with parents as well as kids in mind. All products are created to CPSIA standards--meaning they don't use chemicals or materials that could be harmful to children. Their superior quality craftsmanship can be traced to their diligence in monitoring production at the factory, and their outstanding customer service comes from their dedication to making sure every order is properly fulfilled, on-time, and consistent.

In the last three years Zoobies has grown internationally and now distributes to 60 countries, as well as adding nearly 2,500 stores in the US, and are now being carried in Dillards, Nordstrom, and select Barnes 'n Noble and Borders locations. Zoobies have won over 40 industry awards including the iParenting Media Award, the Green Parents' List Award, and the Creative Child Product of the Year Award, and have been featured in print publications such as Entrepreneur, Parenting, and Redbook.



For samples or additional information, please visit www.zoobies.com or contact press@chicexecs.com.

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