

Pawparazzi™

by
NOODLE
HEAD™

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FASHIONABLE GIRLS STALK PAWPARAZZI AT FASHION SHOW IN NEW YORK

Girls Gasp With Delight ... But Are They One Paw Over The Line?

Spokane, WA (March 23, 2006) - Noodle Head, Inc. was inundated with inquiries this week when Pawparazzi™ premiered at the VOGUE Bambini fashion show in New York.

“My seven year old is so enamored that she wouldn’t put her Pawparazzi™ down yesterday. She carried Kyra all afternoon, took her to dinner, and then to bed!” said one mother attending the show, “Can I get a number in case she loses it?”

At the magnificent fashion event, celebrity canine singing sensation, Salsa, looked on admiringly as gal-pal, Powder, strutted the runway. “She just knows how to make an audience purr,” said Salsa.

Pawparazzi™ is an irresistible combination of fashion and play that stops young girls in their tracks. Each of five mini plush pets comes in a unique couture bag with a name charm and accessories. All have distinct celebrity personalities such as Powder, the supermodel cat, and Cocoa, the film-star chocolate lab. Their big lives are even dished on the pages of a mini Pawparazzi magazine included with each pet.



When they dish gossip, you can be sure it’s a silver dish. Glitz Kits add even more pizzazz for each storied pet celebrity. Matched jeweled pet collars and bracelets allow girls to flaunt the collected name charms of their pets. Pets can lounge on luxurious beds at any hour of the day.

Chris Ryan with Noodle Head, Inc., creators of Pawparazzi™, heads-off the inevitable question: “We are not promoting Paris Hilton. We just have fun turning the whole celebrity pet-as-fashion-accessory trend on its ear. Even little girls get this, as they giggle and overplay the role of fawning fans.”

Noodle Head will keep the line fresh by retiring pets periodically, and introducing new animals, styles, and magazines. Pawparazzi™ will be available in the finest department stores, specialty toy and fashion stores in May 2006.

Click on www.noodleheadfun.com for more information on Noodle Head Inc.

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