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PILLOW PETS® GIRLS AND BOYS LINE FACT SHEET

What: Pillow Pets is launching two adorable new lines for girls, featuring the best-selling unicorn and puppy, as well as a boy's line featuring new dinosaur and wild animal designs.

Perfect for girls of all ages, the new Girls Unicorn line comes in three different sizes – 5-inch, 11-inch and 18-inch. The line features bright-colored unicorns in pink, teal, lavender and white with adorable flowered fabric on the bottom and embroidered butterflies on the side.

In addition, the hugely popular Pillow Pets Puppy is back in three different sizes -- 5-inch, 11-inch and 18-inch. The new Girls Puppy Pillow Pets will be available in brightly colored pink, teal, orange, lime and purple with matching fashionable plaid fabric on the bottom. The unicorn and puppy Pillow Pets have always been two of the most popular Pillow Pets characters and the new updated versions are sure to appeal to young, tween and teen girls everywhere!



The new Boys Wild Animal line comes in the 18-inch size and includes a bear, tiger, fox, alligator, and a moose. In addition, the line includes uniquely colored dinosaurs including a Blue, Green and Brown Dino that come in 5-inch, 11-inch and 18-inch. With the fashion forward color and designs, the Pillow Pets Boys Wild Animal and Dinosaurs line is not only great for snuggling and cuddling, but is a great way to decorate a boy's room. All Pillow Pet products are appropriate for ages 3 and up.

Where: The Boys and Girls lines from Pillow Pets will retail for approximately \$5.99 to \$24.99 and will be available at major retailers in January 2018

Who:

Since 2003, Pillow Pet® plush folding stuffed animals have been bringing smiles to the faces of all ages. Pillow Pets plush folding stuffed animals add true function to that warm and wonderful feeling by combining the security of a stuffed animal with the functionality of a pillow. Made of high quality, super soft chenille, Pillow Pets plush folding stuffed animals make the most precious snuggle pal for you or your loved one.

The concept for the snuggly companions was the brainchild of a San Diego-based mother of two, who had grown tired of picking up stuffed animals strewn across her children's rooms.

An ideal naptime companion – not to mention a comforting partner on road trips or airplane rides – Pillow Pets plush folding stuffed animals are anything but just another stuffed animal. Extremely versatile, these unique creations have a strap that closes underneath to transform them into friendly pets. Simply open the strap and the pet becomes a pillow!

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