



For Immediate Release  
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## **NEWEST FUNOSOPHER EXPANDS FIRM'S OFFERINGS**

Long Beach, CA (August 10, 2005) – Funosophy, Inc., the preeminent brand-building and consulting firm in the toy and children's entertainment industries, has announced the addition of infant/preschool expert Amy Williams to its growing team of world-class marketing consultants.

Williams, who will serve as Funosophy's Director of Marketing, joins the company with several years of toy industry experience, including, most recently, with high-end European nursery importer Mamas & Papas and, previously, with award-winning electronic smart toy manufacturer Neurosmith. In addition to her general marketing expertise, Williams' specialties include professional copywriting and publicity services. Copywriting services will include the creation of clear, concise, and creative packaging, catalog, web, and collateral copy; publicity packages will consist of strategic publicity plans, press materials, media pitching, media follow up, and tracking.

"Amy's experience in the toy industry, combined with her broad marketing skill set, make her a perfect addition to our team," said Nancy Zwiers, CEO and Chief Funosopher. "And we're so pleased to be able to add expert copywriting and publicity to our growing list of in-house products and services."

About Funosophy, Inc.:

Founded in 1999 by Nancy Zwiers, former Senior Vice President of Worldwide Marketing for Mattel's Barbie brand, Funosophy is the leading consulting firm in the toy industry, called upon by toy manufacturers and video game producers alike for its talent, experience, and expertise in research, licensing, and brand consulting. Providing a synergistic blend of traditional packaged goods and toy marketing, Funosophy provides cutting edge solutions through custom consulting and decision making tools. For more information on Funosophy, visit [www.funosophy.com](http://www.funosophy.com) or call 562.436.5251.

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