



For Immediate Release
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ANNUAL SURVEY PROVIDES INSIGHT INTO CHILDREN'S MARKETPLACE Thousands of Kids Rate Hundreds of Children's Products and Licenses

Long Beach, CA (October 5, 2005) – Manufacturers, licensors, and retailers of children's products can gain invaluable insight into their target consumer's mindset this fall, thanks to the 2005 edition of the annual KidzEyes/Funosophy Holiday Wish List Survey.

The in-depth survey, to be conducted mid-October with approximately 2,000 boys and girls nationwide, gives marketing professionals a unique understanding of the latest trends in children's products and the direction of today's youth market. Results of the survey will include:

- The best types of kids' products (toys, electronics, clothing, money)
- The popularity of 50 hot kid licenses
- Kids' awareness of and desire for the top 100 toys
- Kids' rankings of specific toy categories
- Kids' thoughts on the coolest new electronic products
- The best ways and places to hear about and shop for kids' products

The results of this must-have survey will be available in a special report on October 31, 2005 from Funosophy, Inc. The easy-to-read report will feature an overview summary sheet, expert analyses and predictions, gender and age breakdowns, and extensive charts, tables, and graphics for quick and easy comprehension. The report, which would cost upwards of \$40,000 on a custom basis, will be offered on a syndicated basis for just \$4,000, with early bird and re-order discounts offered.

About Funosophy, Inc.:

Founded in 1999 by toy industry veteran Nancy Zwiers, Funosophy is the leading consulting firm in the toy and entertainment industry, called upon by professionals from various industries for its talent, experience, and expertise in research, licensing, and brand consulting. Providing a synergistic blend of traditional packaged goods and children's marketing, Funosophy provides cutting edge solutions through custom consulting and decision making tools. For more information on Funosophy, visit www.funosophy.com or call 562.436.5251.

About KidzEyes:

Based in Chicago, C&R Research is a leading market research firm. KidzEyes is one of several specialized services of C&R Research. Using state-of-the-art, kid-friendly innovations such as the KidzEyes online panel of more than 20,000 kids and teens, KidzEyes keeps pace with the rapidly evolving children's market and offers clients a kids'-eye view of the world. Other KidzEyes services include a variety of traditional quantitative and qualitative approaches including monthly online omnibus services. To request more information about KidzEyes call 1-800-KidzEyes(1-800-543-9393) or visit www.crresearch.com or www.kidzeesomnibus.com.

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