



For Immediate Release
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The “FUNOSOPHY 15” ANNOUNCED TODAY Hottest Holiday Toys, Straight from the Source—Kids!!

Long Beach, CA (October 31, 2005) – If you want to know which toys are going to be hot this holiday season, don't ask an adult – ask a kid! That's just what Funosophy did to compile this year's "Funosophy 15", a list of the hottest 15 toys available this holiday season, according to kids across the country.

In the KidzEyes/Funosophy 2005 Holiday Wish List Survey, more than 2,000 boys and girls ages 6-17 shared their thoughts on everything from the best kinds of toys, games, and dolls to get as holiday gifts, and much more. The "Funosophy 15" is comprised of responses from more than 700 kids ages 6-11. These kids were asked to choose the one toy they would most like to receive this holiday season from a list of the 100 top toys being released (list compiled by leading industry experts). The fifteen toys (boys toys, girls toys and gender neutral toys) listed below are the toys that kids say they want, regardless of what the toy experts say:

Five Faves – Boy Toys (ranked alphabetically)

Toy	Manufacturer
Lazer Tag Team Ops Deluxe	Hasbro
Lego Bionicle Battle of Metru Nui	Lego
Mission Paintball Plug N Play Game	Hasbro
Play TV Games (Baseball, Basketball, Golf, Soccer)	Radica
Roborapter	Wow-Wee

Five Faves – Girl Toys (ranked alphabetically)

Toy	Manufacturer
Amazing Pets Cold Nose Puppy	Playmates
Build A Bear Stuffed Bear	Build A Bear
Cheerleader Challenge Dance Mat	Moose Mountain
Disney Mix Sticks Kids MP3 Digital Audio Player	Disney
My Scene Pre-Paid Cell Phone	Mattel

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Five Faves – Gender Neutral Toys (ranked alphabetically)

Toy	Manufacturer
Honda Mini-Moto Maxii Electric Bike	Manley Toy Quest
Plug N Play TV Games	Jakks Pacific
Razor Dirt Rocket Electric Scooter	Razor
Video Now XP Color	Hasbro
Vidster Digital Video Camera with Movie Editing Software	Mattel

The KidzEyes/Funosophy 2005 Holiday Wish List Survey details everything from kids' favorite toys, licenses, electronics, and video games to their favorite stores, gift-giving habits, and much more. For additional details on this survey, call 562.436.5251 or email info@funosophy.com.

About Funosophy, Inc.:

Founded in 1999 by toy industry veteran Nancy Zwiers, Funosophy is the leading consulting firm in the toy industry, called upon by the toy and licensing industries 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.

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