



JEFFREY B. LEWIS JOINS PARADISE HORSES™

**The Newly Acquired COO Brings a Wealth of
Toy Industry Expertise and Know-How**

For Immediate Release

GREENWICH, CT (November 15, 2007) – Paradise Horses™ announces the addition of Jeffrey B. Lewis to the company's executive team. Hired as Chief Operating Officer, Jeffrey brings nearly 35 years of toy industry expertise with a background that incorporates sales, marketing, product development, management and corporate ownership.

A serial entrepreneur and proponent of family business, Jeffrey has launched, managed and sold several high-profile organizations, including Norman Lewis Associates, Lewco and 4Kidz, Inc. Most recently, he served as senior vice president, Marketing and Product Development, at Blue Box Toys. There he spearheaded the MiJam product line under the b2 brand.

"We are pleased and gratified to welcome Jeffrey to the team. He is a proven asset," said Amy Pennington, president of Paradise Kids LLC. "His long-standing expertise and deep knowledge of the toy industry will most certainly help continue to catapult Paradise Horses™ into the mainstream consumer market."

In particular, Jeffrey brings a track record of success understanding consumer demands and identifying new trends early, as well as pinpointing new technologies and their applications. With a background in rapid innovation and product development, he has brought a series of known products and brands to the market, including MiJam, b2 and Talentoy. Additionally, Jeffrey has spearheaded multiple OEM and licensing projects with top-tier brands, including Crayola, Disney, DreamWorks and Sony.

About Paradise Horses

Paradise Horses™ makes every child's dream of owning a horse come true - fostering a passion that will last a lifetime. Our beautifully crafted horses and accessories encourage serious horseplay - providing children with an experience that spurs imagination, breeds passion and grows with them to adulthood.

Encouraging serious horseplay, the complete line of posable horses and ponies includes all the accessories a young equestrian needs to feel like they're at the stables and galloping through the fields. From feed set to grooming accessories, and barn to tack trunk, children can dress their horse, brush its mane, put a rider in the saddle and trot away.



Hand painted, each horse is a one-of-a-kind with posable features and highly detailed, life-like decoration, such as expressive and bright eyes, brushable manes and tails, resilient bodies, and mouths that open. The horses and ponies interact with each other and with the riders, which are also fully posable.

Children can register their horses and ponies online at www.paradise-horses.com and receive a personalized Certificate of Authenticity.

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