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PARADISE HORSES™ TROTS INTO THE WINNER'S CIRCLE

iParenting Media Awards Names Model Horses Among Most Outstanding Products of the Year

GREENWICH, May 14, 2008 - Paradise Horses, a full line of life-like, exquisitely crafted horses, ponies, riders and play sets was named a winner –twice over- of the iParenting Media Awards today. Both the horses and the Barn Buddies™ riders were chosen among the top picks for most Outstanding Products of 2008.

A leader among toy tests in the industry, the iParenting Media Awards' seal of approval provides a credible and objective method of determining the best products in the market today. Paradise Horses and Barn Buddies received accolades for their fine craftsmanship and realistic appearance.

"We are thrilled to receive this prestigious award from iParenting," says Amy Pennington, President and CEO, Paradise Horses. "Having our product recognized for its superior quality as well as for the experience that it provides to children is an incredible honor for us," she adds.

In addition to the horses' life-like look, another key attribute was Paradise Horses' ability to mimic a realistic horse ownership experience through its extensive line of accessories, tack and gear. "I loved the concept of this product," said one iParenting product reviewer. "I always wanted a horse growing up and, as it is for most little girls, was not granted my wish. Having a toy like this helps a child's imagination to bridge the gap between fantasy and reality," she adds.

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Hand painted and fully posable, each Paradise Horse features realistic anatomical details which are all jointed to simulate real movement. Highly detailed, the life-like horses boast brushable manes and tails, resilient bodies and mouths that open to accept a bit or carrot. Additionally, each Paradise Horse has its own name and personality, making each animal truly one-of-a-kind.

Paradise Horses are recommended for ages 5 and up and are available at specialty retail stores. The interactive website featuring a virtual horse ownership experience is located online at www.ParadiseHorseClub.com.

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About Paradise Horses

Based in Greenwich, Connecticut, Paradise Horses re-creates the horse ownership experience - with a complete line of posable horses and ponies, as well as all of the tack, clothing and accessories required to keep a horse happy and healthy. Visit Paradise Horses at www.paradise-horses.com.