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Wildlife Artists, Inc. of Connecticut Introduces a New Patterned Plush Toy Line

CamoWild™!

Carrying on the Wildlife Artists' Tradition of "Observe, Conserve, Preserve™"

Bethel, Connecticut: Wildlife Artists, Inc., the leadership developer and innovator of unique, high-quality nature-themed products for over 35 years, is excited to announce that they will be entering the outdoor market with the introduction of their breakthrough partnership line -- **CamoWild™** -- the complex camouflage plush toys and accessories that command the company's "Pledge to Nature™" seal. There will be twenty items per camouflage pattern printed directly on plush toys featuring North American wildlife such as turkeys, white-tailed deer and bears. The first patterns done in cooperation with a leader in outdoor camouflage, Realtree® will include:

- Realtree All-Purpose HD®
- Realtree All-Purpose Colors® in Pink

Realtree's patterns feature designs that are open, full of contrast and realistic. The Company's AP® (All-Purpose) camouflage uses an advanced HIGH DEFINITION® printing process that lasts through real-life outdoor conditions as well as numerous launderings.

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Wildlife Artists, Inc. is also a primary plush toy supplier for Bass Pro Shops. "It was Bass Pro Shops at the New York Toy Fair who noticed our Conservation Collection® line," recalls Caroline Ward, Vice President of Marketing and Development for Wildlife Artists, Inc. "We've been a primary plush supplier since then. Our newest line, CamoWild™ products will serve the outdoor enthusiast, including 40 million sportsmen and women who are some of the greatest contributors to global conservation efforts."

"We want to tell the story of the conservationists in the outdoor area," continues Ms. Ward. "A recent study conducted by National Wildlife Federation has shown it has long been the focus of the outdoor enthusiast to aid in wildlife management that will rescue many species from near extinction, while preserving millions of acres of important habitat to help ensure future wildlife abundance."

Outdoor sporting, whose participants include hunters and anglers, has its roots in living off the land and respecting and relying upon a balance between human, land and wildlife. It has long been the focus of the outdoor enthusiast to aid in wildlife management, ensuring future wildlife abundance.

The one-of-a-kind CamoWild™ critters support the "Observe, Conserve, Preserve™" message, reflecting one of the Company's most important continuing goals and reflect a first in plush camouflage printing. "In addition, there will be items on which customers can embroider their logos. Although companies have dressed stuffed animals in camouflage clothing before, no one has done this complex printing on plush material until now," says Ms. Ward. "All Wildlife Artists' products are designed with meticulous attention to realism and detail, for when you want your wildlife to look like wildlife. We like to say, 'If it moves, it's real. If it doesn't, it's ours.'"

The Company's artist-owners, Gerry Ward, President, (a wildlife photographer) and original Company artists, Doug Allen and Al Gilbert, who inaugurated the Company by selling prints of original paintings to zoos and aquariums, are still as involved in developing Wildlife Artists' products as they were 35 years ago. The Company is the first toy company dedicated to authentic wildlife products. From concept to completion all work is done completely in house. The company's mottos are "No One Knows Wildlife Like Wildlife Artists" and "The Closest to the Real Thing™..."

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Wildlife Artists, Inc. currently wholesales a line of over 300 pieces of plush, including Conservation Critters™, Wild and Wonderful®, Floppies®, Eco Critters™, Glove Puppets™, etc. Their signature plush line is the Conservation Collection®. This collection of endangered wildlife plush supports worldwide conservation efforts at preserving wildlife and the world's ecosystems.

The Company's primary market is geared toward wildlife-themed retail centers including zoos, aquariums and nature themed museums, but the versatility of the new CamoWild™ line will also appeal to a wide range of additional markets such as outdoor retail.

Caroline Ward remembers growing up with her family's idea of appreciating wildlife and seeing the burgeoning business start in a basement workshop. Everyone in the family chipped in with dedication and love. The business grew and is still growing and continues their commitment to global conservation efforts.

"My entire family took something they loved and in which they believed, and turned it into more than a business," says Ms. Ward. "It is our mission and our family legacy to continue to serve families who wish to be connected to and conserve nature and pass on their own preservation legacy to future generations. The main goal of Wildlife Artists, Inc. will always be to provide exceptional toys for children that are aimed at their sense of wonder and desire to learn."