

Date: 13th July 2006
Ref: PRS008.AGL

ANGEL STARS LAUNCH TRADE SUPPORT PACKAGE

Spearheading its major new marketing campaign, Angel Stars, manufacturers of the angel play dolls and action figures with a charitable heart*, has launched a brand new consumer website and some stunning new POS - designed as help and back up to retailers stocking the Angel Stars - all of which will be supported by an exciting story writing competition open to children up to the age of 11.

The new POS will be available for retailers with minimum orders of a 2 cartons of 8 dolls (which are also carriage paid), and will reflect the whole Angel Stars concept and encourage consumers to become part of the Angel Stars community.

Promoted on the back of the point of sale and through the website, as well as through the national press, the supporting competition encourages children to write their own Angel Star story, giving children the chance to have their story published on the Angel Stars website - an exciting prospect for budding story writers.

The new consumer website, another element to the Angel Stars marketing campaign, again entices consumers to become part of the Angel Stars community, embracing the whole concept behind the dolls and introduces the "Little Angels Club", an exciting feature where visitors can interact directly with the Angel Stars by downloading and playing games and solving puzzles, as well as being able to sign up for a regular newsletter.

For more information please contact Angel Stars on 0208 605 9102 or visit the www.angelstars.co.uk.

* For every Angel Star doll purchased a soft, bodied Cherub Star doll is donated by Angel Stars Ltd to a child in need.

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About Angel Stars™

The range of Angel Stars™ dolls and action figures, together with the associated Cherub Stars™, are manufactured and marketed by Angel Stars Limited. The company is committed to producing responsible toys which will appeal to the widest market and, through the charitable concept, aims to bring direct and indirect pleasure to both children and adults.

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