



FOR IMMEDIATE RELEASE

TAGGIES™ INTRODUCES AWARD-WINNING BABY AND CHILDREN'S PRODUCTS TO JAPAN

Edute, Co. Ltd. Signed as Japanese Distributor

Spencer, Mass., September 28, 2009 – [Taggies, Inc.](#), the award-winning line of baby and children's blankets, plush, toys and apparel that feature patented, multi-textured, looped satin tags, today announced that Edute, Co. Ltd. will be distributing Taggies' family of products to specialty toy and gift shops throughout Japan.

Edute, Co. Ltd., based in Kobe, Japan, has worked with several premium baby brands including Baby Einstein and I'm Toy. Beginning October 1, they will offer Taggies line of products including its classic Little TAGGIES™ blankets and its vibrant TAGGIES™ Colours collection to retailers like Toys"R"Us, mail order companies and Internet shops throughout Japan.

"Our introduction to the Japanese market is a significant step for Taggies -- one that brings us closer to our goal of placing Taggies into the hands of children worldwide," said Danielle Ayotte, co-founder of Taggies, Inc. "This accomplishment represents an enormous amount of work and perseverance by our safety and quality control teams to meet the stringent product regulations required in Japan. We are thrilled to meet a challenge that other brands struggle to achieve."

"Taggies family of products is a great complement to our line. We love the idea behind the tags and the quality of the products," said Shinya Nakao, senior executive, Edute, Co., Ltd. "We recently presented Taggies products at the Tokyo Gift Show and were very pleased with the positive response from our customers. We look forward to having a long partnership with Taggies."

Taggies products are focused on early childhood development - before educational products are meaningful. Taggies uniquely offers items for a child's

positive social and emotional development, that will transition and stay with them through the continuing phases of healthy growth.

About TAGGIES™: In 1999, moms Julie Dix and Danielle Ayotte co-founded Taggies, Inc., the line of patented blankets featuring multi-textured and looped tags. TAGGIES™ licensed and core product lines include blankets, plush, activity toys, apparel, and books. Taggies' products are sold at www.taggies.com and at more than 4,500 independent specialty shops, catalogs, and premium department stores internationally. All products are completely safety tested and meet or exceed all applicable safety standards. Taggies can be found on facebook at: <http://www.facebook.com/pages/Taggies/62371568478>.

For more information, contact Erin Keefe, 617-512-9498, erin@ekeefepr.com.

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