



FOR IMMEDIATE RELEASE

TAGGIES™ FURTHER EXPANDS DISTRIBUTION

Adds Netherlands Distribution Center; New Distributors in Europe and Israel; Sales Team in South America

Spencer, Mass., July 20, 2009 – [Taggies, Inc.](#), the award-winning line of children's products, announced today that it will be expanding its presence internationally; adding a new logistics center in the Netherlands, distributors in Europe and Israel and a new sales team in South and Central America.

Freightways, a third-party logistics organization providing customized distribution services in the Netherlands, was selected as Taggies' brand fulfillment center. Providing Taggies with the appropriate space to house its entire product and licensed lines, Freightways offers global access to Taggies.

Taggies Signs additional European Distributors

In Sweden, Taggies will be working with CARLOBABY™ AB, which distributes various premium baby lines such as The First Years™ and Playgro™. Inside-AS in Norway will add Taggies' products to its distribution that currently includes brands such as Manhattan Toy and Mary Meyer. In Denmark, Taggies has selected MINI HORN ApS, which also works with Lamaze and Thomas & Friends toy brands.

Taggies Products Distributed in Israel by Pupik Ltd.

Founded in 1979, Pupik Ltd. is a marketing and distribution company that services juvenile products to baby and specialty stores throughout Israel. Currently distributing brands such as Peg Perego and VTECH®, Pupik will be importing the entire Taggies line.

"Our international expansion will be served well by the distributors we selected," said Julie Dix, co-founder of Taggies, Inc. "Each with impressive industry track records, all partners were hand picked. We look forward to working with our new teams."

Taggies Sales Team Introduced in South and Central America

Meske's Enterprises Corp. now represents Taggies in South and Central America and the Caribbean, selling Taggies products in over 25 countries.

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. Focused on the whole child, Taggies products enhance early childhood emotional well being by providing tactile and visually stimulating features that soothe and entertain. Today, TAGGIES™ licensed and core product lines include blankets, plush, activity toys, apparel, and books. Taggies is sold online at www.taggies.com and at more than 4,500 independent specialty shops, catalogs, and premium department stores internationally. Find Taggies on facebook; <http://www.facebook.com/pages/Taggies/62371568478>. All products are completely safety tested and meet or exceed all applicable safety standards.

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