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CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
lisa@kidstuffpr.com



CITIBLOCS WINS TILLYWIG TOP FUN AWARD FOR ITS 'SOME ASSEMBLY... INSPIRED' STRATEGY

Year-Old Wooden Toy Company Recognized With 16th National Prize

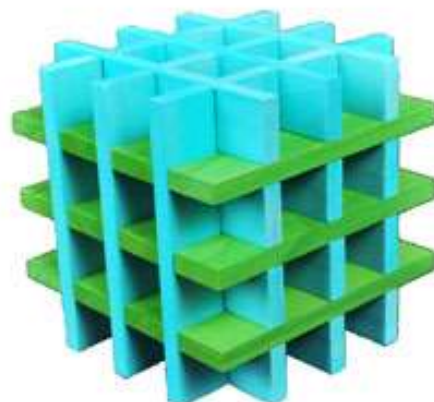
Roswell, GA (February 9, 2010) – What’s more fun than a pile of wooden blocks? According to industry toy judges, nothing beats assembling a stack of precision-cut CitiBlocs. The toymaker bursts from its inaugural year of sales with its 16th national honor, just named 2010 Tillywig Top Fun Award – the second time Tillywig has recognized them. This year’s honor is for its colored blocks; in 2009 CitiBlocs was honored for its natural wood block sets.



Fresh off the magazine pages of *Good Housekeeping* Best Toy Award spread, CitiBlocs has won the Tillywig Top Fun Award for its 54-piece green and turquoise block set priced at \$16.95. Judges appreciate CitiBlocs’s ability to slow down the pace of today’s hi-tech kids to lo-tech high fun builders and thinkers. Kids can whip up any structure from a box of precision-cut pine pieces, each exactly the same shape and size. The lightweight blocks, crafted in Vietnam from New Zealand trees, don’t require glue, snaps, or connectors. Find a flat surface and watch big and little kids supply balance and imagination.

“CitiBlocs 54-piece green and turquoise wooden building set,” wrote Dan Levy, founder of Tillywig Awards, “was one of the more popular toys we tested this year. It’s one of those products, where, at any age, kids can jump in and go. No instructions are necessary and very quickly they create something cool. Put a group of kids in a room with CitiBlocs and 10 other toys, and in no time at all, most of those kids will be playing with CitiBlocs!”

In order to be selected as a Tillywig Award winner, a product must be determined to have high entertainment and/or educational value. Games and toys named for a *Top Fun Award* are “exceptional products that stand out in terms of outstanding design, construction, and play.” Tillywig’s awards program provides retail buyers, news media, parents, and consumers with product information and reviews of superior children’s products available in today’s marketplace.



Since its debut last year, CitiBlocs has built its own pile of toy industry top honors:

Good Housekeeping Best Toy Awards 2009
National Parenting Publications Awards (NAPPA) 2009 Honors Award
Dr. Toy Best 100 Children's Products for 2009
Creative Child's 2009 Preferred Choice Award
Dr. Toy Best Vacation Children's Products Award
Dr. Toy Best Green Products 2009 Green Award
iParenting Outstanding Products Award
Father's Day GreatDad Recommends
Mr. Dad Seal of Approval
Oppenheim Toy Portfolio 2009 Gold Seal Award
The Toy Man Award of Excellence 2009
The Toy Man Eco-Recognition Award
The Toy Man eChoice Award
Tillywig Toy Awards 2009 Top Fun Award
4-Star What The Stuff Award

Award-winning CitiBlocs offers kits priced from \$14.99 for a starter set to \$350.00 for the 1,000 piece collector's box.

ABOUT TILLYWIG

Dan Levy, founder of Tillywig Toy & Media Awards knows all about the ins and outs of toy contests as the founder of Ruckus™ and Pile it™ card games, past winners of multiple national awards from ASTRA Best-for-Kids Toy to TD Monthly's Top 10 Most Wanted Card Games. Tillywig's annual Toy Awards tests children's products from toy, audio, book and DVD divisions. Most impressive for the winners is the pledge that the annual winner's list is sent directly to more than 2,000 toy buyers prior to the critical 4th quarter.

ABOUT CITIBLOCS

With a kit to fit every playroom, parents, schools and youth leaders can choose one of seven block boxes including the ambitious 1000-piece wooden block set. CitiBlocs are available everywhere: online at CitiBlocsStore.com, www.glammatoy.com, specialty toy retailers, Toys "R" Us and other national chains. For more information and inspiration to budding builders, visit their website at CitiBlocs.com.