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TOPPLING A SKYSCAPER OF CITIBLOCS IS TOP FUN ACCORDING TO TILLYWIG TOY AWARDS

Roswell, GA (July 16, 2009) – Whether building intricate structures or toppling them Godzilla-style, CitiBlocs are perfect for the job because they're made with precision-cut, high-quality materials to ensure they only topple when intended. Tillywig Toy Awards were so impressed with CitiBlocs, they recently awarded it with a Top Fun Award.

In order to be selected as a Tillywig award winner, a product must be determined to have high entertainment and/or educational value. 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. After extensive testing, they bestowed three different awards – Top Fun, Brain Child and Sterling Fun -- to children's products currently on specialty toy store shelves.

Products earning a *Top Fun Award* are exceptional products that stand out in terms of outstanding design, construction, and play. Here's what the judges at Tillywig Toy Awards had to say about CitiBlocs:



CitiBlocs 100 Piece Wooden Building Set • \$27.50 • Ages 3+

There's something mesmerizing about CitiBlocs. These light-weight, uniformly sized, impossibly smooth wooden rectangles make the perfect building blocks for whatever your heart desires. No glue, no nails, no tape, just eager hands fueled by the imagination. The results can be as intricate or simple, as pre-planned or spontaneous as you like. The action-oriented can just jump in, start building, and watch the resulting structure take on an impressive life of its own. Or aspiring architects can muse and plot something elaborately beautiful before laying wood to wood. In either case, CitiBlocs can be used to create surprisingly intricate-looking structures with ease and speed. When finished playing, the 100 CitiBlocs are easily repacked in the surprisingly small box from whence they came. No fuss, no muss, just wildly creative fun!



In addition to the Tillywig Top Fun Award, CitiBlocs was recently honored with a Creative Child Preferred Choice Award, a Father's Day GreatDad Recommends and Mr. Dad Seal of Approval and a Dr. Toy Best Vacation Product for Summer Award.

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. Currently CitiBlocs are available online at CitiBlocsStore.com and specialty toy etailers. This summer, consumers can find CitiBlocs on toy shelves at Toys R Us and other national chains. For more information, visit their website at CitiBlocs.com.