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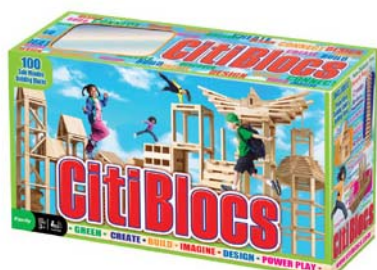


CITIBLOCS ERECTS A TOWER TO DISPLAY ITS 2009 IPARENTING MEDIA AWARD

CitiBlocs's 100 Piece Wooden Building Set Receives An iParenting Media Award For "2009 Outstanding Products"

Roswell, GA (August 13, 2009) – Brilliant, sky-reaching towers have been built by every civilization known to man. From the opulent Venetian clock-towers all the way the fairy-tale tower that held Rapunzel, towers have been used by humans to show off our creativity and ingenuity. That's why it's only fitting that CitiBlocs has used its award-winning 100 Piece Wooden Building Set to erect a grand tower to hold its iParenting Media Award "2009 Outstanding Products."

Here's what some of the iParenting media awards' reviewers said were positive characteristics of **100 Piece Wooden Building Set**:



CitiBlocs 100 Piece Wooden Building Set - This introductory set of 100 high-quality cut blocks where kids need only imagination and gravity to build, stack and create their own fun. Best of all these precision cut blocks of wood are green, crafted from New Zealand pine. From pre-school to elementary school to even architecture students, CitiBlocs are an ideal educational toy that combines European design with American

ingenuity. CitiBlocs offer reasoning, problem solving, cause and effect, engineering and improvising. Each precision cut building piece can be transformed into a tower, an animal, a widget, a masterpiece! All sets come with a colorful building design guide. *Award category: Toys & Games*

- “WOW! Finally blocks that are rugged, inventive and easy to store. It is so hard in the early childhood field to find products, especially blocks that are creative and take up little room. My children have enough blocks to actually build what they want and are able to manage the whole box by themselves.”
- “I think the building blocks are great! They remind me of Jenga ... but because they are longer, we could build more with it. The "sky scrapers" they were able to build were really fun. My husband loved it, too! The kids wanted to play with this toy a lot. I think the stuff they built was great. Even my daughter got into it -- and she's more of a "girly girl." Amazing, she felt great accomplishment when she created something.”

- “This toy provides a blank slate on which to create one’s own masterpiece. Although there are suggestions in the booklet that accompanied the blocks, the child created his own buildings and formations that kept him (and us) busy for quite some time. I love how the blocks are not colored which often, for young children, determines how they can go together. When we put them on top of each other they held to quite a sturdy structure and yet were easy to knock down and start over again.”

iParenting.com, an online community for parents and parents-to-be, is part of Disney Online's network of family-focused Web sites including DisneyFamily.com, FamilyFun.com and Wondertime.com.

Founded in 1996 the company has grown from a single pregnancy site, www.PregancyToday.com to an award-winning network of more than 40 sites, in English and Spanish. The iParenting sites address a range of parenting issues from preconception through raising teenagers and beyond. iParenting Media's Editor-in-Chief, Elisa Ast All, MSJ, writes a monthly newspaper column and co-hosts a Chicago-based radio show, Points on Parenting.

iParenting Media produces the highly-respected iParenting Media Awards program. Consumers can learn more about iParenting Media Award-winning products, and where to purchase the products via a retailer network online directory, by visiting www.iParentingMediaAwards.com/consumer.

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.

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