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**FRESH FROM AN EXTENDED HIBERNATION,
TEDDY RUXPIN EARNS TOP SPOT IN 2006 TOY AWARDS**

Milford, NH, September 2006 -- The best-selling toy of 1985 and 1986 proves he still has what it takes to be a top performer in the toy industry. **Teddy Ruxpin®**, the world's first animated storytelling toy, has been recognized as the 2006 Animated Interactive Plush Toy of the Year by Creative Child Magazine.

The award comes just as the new-and-improved bear, equipped with the latest digital technology and thoughtfully designed, kid-friendly controls, hits store shelves across the nation. With his positive, friendly demeanor, cozy appearance and engaging voice, it is easy to see why the fuzzy raconteur won over the hearts of product evaluators.

Established in 1998 as a Southern California regional parenting publication, Creative Child Magazine expanded to a national audience in 2003. The magazine strives to be the most complete parenting publication for raising well-balanced children, providing parents with the latest information on how to nurture and encourage a child's creativity.

"We are thrilled and honored to have Teddy Ruxpin recognized by such a valuable, respected publication," says Ed Hames, President of Backpack Toys, the company responsible for Teddy Ruxpin's return. "Like Creative Child Magazine, Backpack Toys aims to inspire imagination and creativity within children – Teddy Ruxpin is a trusted friend who helps children develop a love of reading, opening their eyes to a world of magical adventures."

Teddy Ruxpin comes packaged with *The Airship*, a captivating adventure programmed on a child-friendly, durable *Adventure/Song Cartridge* that brings Teddy to life. Also included are a beautifully illustrated storybook and an accompanying read-along/story-songbook.

Additional *Adventure/Song Cartridges* are available, each providing 20-30 minutes of story time. Each software package comes with software to tell two stories, two illustrated picture books and two read-along/story-songbooks.

Teddy Ruxpin has a MSRP of \$69.99; software packages are \$19.99 each. Teddy Ruxpin is available at Walmart and other retailers nationwide and on the web at Target.com, Walmart.com and other leading e-tailers.

About Backpack Toys, Inc.

Based in Milford, New Hampshire, Backpack Toys' core focus is the market development and marketing of Teddy Ruxpin and related products covered under a worldwide exclusive licensing agreement with Alchemy II, Inc. Based in Hong Kong, Backpack Toys International Ltd is responsible for the manufacturing of Teddy Ruxpin. For more information call 603-459-2116 or visit www.teddyruxpin.com.

