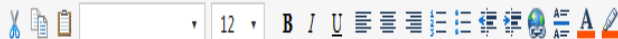


To: ShaunDreisbach@parenting.com

Subject: PLAY-DOH: The Brain-Stimulating, Creativity-Sparking Toy Proven to Improve Motor Skills.

Insert: Attachments Office docs Photos ▼ From Bing ▼ Emoticons



Hi, Shaun—

Is there a toy that's reusable, easy to clean, 100% safe, educational *and* fun out there? Unsurpassed by any other creative toy in its ability to stimulate creativity and development of motor skills, Play-Doh has passed the test of time. Celebrating 55 years of customer satisfaction, Play-Doh still stands as a beloved, reusable, educational and fun product that is popular worldwide and emblemizes Play-Doh brand's philanthropic efforts.

A story on Play-Doh as a revolutionary, age-old child's toy would be stimulating for *Parenting Magazine*. With its announcement of its recent sponsorship of the 2011-2012 Special Olympics, Play-Doh would be a natural for your Child Development article series. Since your stories focus on ways to detect autistic traits in children and ways to live with disabilities, the multifunctional Play-Doh will be a perfect fit. Play-Doh stands as a product dedicated to fun and education for everyone.

We're offering Play-Doh's story exclusively to *Parenting Magazine*, so I would need to know fairly soon if you'd be interested in running it. I can assure you that president and CEO, Brian Goldner, will cooperate with any interviews or photo shoots you may need. We would also be willing to grant you back-stage access to our "Play-Doh Play Time Pavilion" opener at 2011-2012 Special Olympics in New York City. Goldner will be speaking about Play-Doh's latest efforts and line of products, which can be purchased at the event and in participating Walmart stores. As an ever-popular product, Play-Doh is gaining a lot of media coverage that we think you may want to take advantage of.

I will contact you a week from today to see if you have any questions or need help on a possible story about Play-Doh's new ventures. I have also attached some links of Play-Doh's latest efforts and history. You're sure to be impressed by Play-Doh's outreach efforts and abilities after scouring through them. Thank you for your consideration. Please feel free to contact me directly at any time.

Sincerely,

Charlotte Warren

Public Relations Specialist

cwarren@playdoh.net

(407) 123- 3344

Official Play-Doh Websitewww.playdoh.comPlay-Doh and the 2011-2012 Special Olympicswww.playdoh.com/2011-2012specialolympicsVideos and Photos of Play-Doh's Outreach Efforts<http://www.google.com/ColdstonePlayDohIcecream><http://www.google.com/Walmartplaydohstands><http://www.google.com/PlaydohPlaytimePavillion>