



FOR IMMEDIATE RELEASE

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ZHU ZHU PETS™ TO INVADE TURNER FIELD DURING SUNDAY'S GAME!

ATLANTA (August 19, 2009) – Zhu Zhu Pets™ have officially invaded Atlanta! In addition to taking over major retailers, Zhu Zhu Pets™ will also be making a special appearance at the Atlanta Braves game on Sunday evening.

Kids will get to compete in a dance-off on top of the dugout for a chance to win an entire hamster habitat, or their own Zhu Zhu Pet. The Zhu Zhu Pets™ dance off, taking place during a half inning break, will be shown live on the BravesVision main scoreboard.

In addition, a Zhu Zhu Pets™ table will also be set-up at the Fan Plaza for baseball fans to experience Zhu Zhu Pets™ first-hand. Zhu Zhu Pets™ are just like live hamsters, without the maintenance and mess. Zhu Zhu Pets™ dart around in their hamster tubes, and busily scurry from room to room. You never know where they'll go next! Simply pet the hamster's back, set him down, and watch him Zhu Zhu Zhu-oom! Zhu Zhu Pets™ like to be picked up and snuggled too! Pet them gently on the nose and they'll squeak with contentment. These hamsters have over 40 different sound effects, depending on the unique environment they encounter.

The Atlanta Braves game against the Florida Marlins will begin at 1:30 p.m. For more information about Zhu Zhu Pets™, please visit www.zhuzhupets.com.

About Zhu Zhu Pets™

Zhu Zhu Pets™ are innovative, realistic, interactive, plush, and artificially intelligent hamsters that talk and move around in their own playsets. Zhu Zhu Pets™ include two play modes: nurturing mode where the hamsters coo and purr, and adventure mode where the hamsters explore their habitat with intelligent audio and mechanical responses to various habitat stimuli. Over a dozen add-ons can be purchased to build an ever-evolving hamsterworld for your hamster to play in and explore. Powered by 2 AAA batteries (included), Zhu Zhu Pets™ are suitable for ages 3 and up. For more information, please visit www.zhuzhupets.com.

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