



FOR IMMEDIATE RELEASE

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ZHU ZHU PETS™ TO INVADE MCCOY STADIUM DURING FRIDAY'S GAME!

First 3,000 children to enter stadium will have chance to win a free Zhu Zhu Pets™ Hamster!

PAWTUCKET, R.I. (August 17, 2009) - Zhu Zhu Pets™ have officially invaded Boston and Pawtucket! In addition to taking over major retailers, Zhu Zhu Pets™ will also be making a special appearance at the Pawtucket Sox game on Friday, August 21, 2009.

The first 3,000 children to enter McCoy Stadium's field on Friday will be given a hamster mask, some of which will have a special designation redeemable for a free Zhu Zhu Pets™ hamster. The winners will be announced during the game, at which time winning children can retrieve their Zhu Zhu Pets™ hamster. Kids will also have another chance to win 1 of 10 more Zhu Zhu Pets toys during a special in-game contest.

In addition, a Zhu Zhu Pets™ table will also be set up at the table in the Main Level Concourse area 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 Pawtucket Sox game against the Rochester Redwings will begin at 7:05pm, so be sure to arrive early for your chance to win a Zhu Zhu Pets™ hamster and perhaps an entire hamster habitat! 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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