

FOR IMMEDIATE RELEASE

Webkinz® Pets --  
proud to be an iParenting Media Award Winner!

*With over 1,000,000 pets online, Webkinz pets are 'The Hottest Toys with the Coolest Website'*

WOODBIDGE, ON—Webkinz toys, the charming plush pets from Ganz with their own interactive website, is a celebrated winner of an iParenting Media Award. This program honors products for outstanding achievements in the children's/juvenile marketplace.

Toy reviews were conducted by a parent, an expert in the field, and a licensed childcare facility and/or school.

"Our members are the most important part of Webkinz World. Our vision is to create an online world that challenges and intrigues a wide range of kids ages 4 to 14. Their feedback is critical, and it keeps us constantly innovating," observed Ganz president, Howard Ganz.

Webkinz World combines the timeless fun of plush pets with the interactivity of the Internet, to give kids a virtual world where they can play, build, nurture, collect and even safely 'chat' using constructed messaging.

Each Webkinz pet carries a secret code that can only be revealed after purchase. After logging into Webkinz World ([www.webkinz.com](http://www.webkinz.com)), kids enter the code, adopt and name their pet, and are welcomed into a virtual world. There, kids feed and care for their new pal, dress it, take it to the vet, play games, make movies, enter tournaments and do trivia quizzes to earn the Kinzcash that will allow them to feed, buy treats, and furnish homes for their pets.

With the code as their key, kids can join Webkinz World without giving out any personal information such as their e-mail, last name or phone number.

Fun, challenging, educational and always changing, Webkinz World is highly interactive, safe and secure. Kids learn to care for a pet, simple money management, and most importantly, to use their imaginations!

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