



**2010
Media Kit**

www.dandelionforbaby.com

Press Release



New Bamboo Zoo Animals Show Off Their Soft Side

Dandelion Earth-Friendly Goods introduces its exciting new line of eco-friendly plush toys for toddlers: Bamboo Zoo



Winter Park, FL -- Dandelion Earth-Friendly Goods allows us to see *A Different Shade of Green* with the launch of its **Bamboo Zoo** plush line. With the new Bamboo Zoo collection, children's favorite zoo superstars are reinvented with a new posh look fit for the king of *the jungle* and his fierce friends. The Bamboo Zoo creations are made from soft and silky bamboo velour and filled with natural corn fiber.

Bamboo velour has a natural luster and silky softness, making a crew of charismatic characters shimmer with their own special pizzazz! **Bamboo Zoo** features Lion, Monkey, Giraffe and Bear, in an adorable assortment of styles and color. Four fun styles: Plush, Puppets, Shakers and Cuddlies. With five creamy colors: vanilla bean, pistachio green, orange sherbet, ice blue, and white frost.

Dandelion Earth-Friendly Goods are made using eco-friendly materials, while balancing practicality for today's families. "We are thrilled to be launching the new Bamboo Zoo line, which is our softest and cuddliest collection to date" says Re-Think It co-founder Amy Shumway. "We have incorporated bamboo into these products because it is one of the planet's most renewable, and sustainable resources, and it requires no pesticides to grow. Our velour is made with viscose from bamboo which carries the Confidence in Textiles certification – so no harmful chemicals. It creates one of the safest and softest fibers for children."

The new line of **Bamboo Zoo plush** consists of these four fun styles:



Plush

With the perfect amount of adorable charm and irresistible softness, children are sure to fall in love with each and every one of the Bamboo Zoo characters. Simply styled and made with bamboo and natural corn fiber stuffing, each plush animal is machine washable and dryer safe. (MSRP \$27.99)

Hand Puppets

With the Bamboo Zoo Hand Puppets children will be able to play and explore their imagination with their new plush friends. The hand puppets are great for inspiring playful interaction between parents and child, or preschool friends. (MSRP \$19.99)





Soft Shakers

The adorable Soft Shakers are great for babies who want toys with a little bit of *rhythm*. The soft shakers will allow children to play and explore their musical side with gentle sounds from this fun and cuddly instrument, much like a maraca. (MSRP \$12.99)

Cuddlies

The Bamboo Zoo Cuddlies are the perfect hug & hold, take-along buddy for babies and young children. Their soft velour texture and tug and teethe features will allow children to feel that sense of warmth and security while on the go or at nap time. (MSRP \$19.99)



All of **Dandelion Earth-Friendly Goods** are tested above current CPSC standards and meet the standards set by the European Union. Because **Dandelion** uses corn-based fibers rather than cotton fill, the plush toys are machine washable and will maintain their shape and quality even in the dryer. In addition, Dandelion Earth-Friendly Goods' packaging is made from recycled paper board, and contributes to environmental consciousness with its creative approach to size and practicality. And all of the products are shipped with recycled newsprint, not bubble wrap.

The Bamboo Zoo will be available in May at specialty retailers nationwide.

About Re-Think It, Inc.

Re-Think It, Inc., formerly ABC Development, Inc, is a privately held company with headquarters in Winter Park, FL., founded in 1987. As of 2008, Re-Think It refocused its company and built its ecological campaign with the introduction Dandelion Earth-Friendly Goods featuring an earth-friendly line of products as its cornerstone. After receiving six great awards in 2009 - two National Parenting Center Seals of Approval, two iParenting awards, the PTPA award for excellence, and Dr. Toy's Best Green Toy Award - Re-Think It, Inc.'s collection of Dandelion Earth-Friendly Goods is proud to continue adding new products to their line. For more information please visit www.dandelionforbaby.com or call (888) 222-3053.

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Press Release



FORGET ABOUT EARTH TONES...PINK IS THE NEW GREEN

Dandelion Earth-Friendly Goods introduces new additions including its new Pink line for baby girls, organic soft plush and organic cotton canvas diaper bags for fall 2009

Winter Park, FL (September 2009) —We all need some color in our lives and what baby doesn't appreciate some to brighten up their days? The perfect combination has been found with **Dandelion Earth-Friendly Goods** toy line that is stuffed with natural corn fibers making them completely machine washable and one of the most natural toys out on the market today. Enrich every baby's life from an early stage with only the cutest organic toys that were developed for curious minds.

Babies should teethe and play with only the best materials--with that in mind all of **Dandelion Earth-Friendly Goods** are grown without pesticides and chemicals making them one of the best lines for babies as well as the environment. **Dandelion's** new **organic toys** offer simple shapes and sounds with sophisticated style while using eco-friendly materials and dyeing processes. The variety of textures, including velour, terry and canvas and fun colors will delight and engage babies as they explore and teethe with their very first toys. The soothing colors and gentle rattles, squeakers, and crinkle noises will encourage hand-eye coordination and encourage learning about cause and effect.



Dandelion Earth-Friendly Goods is proud to announce their new **Pink** line for baby girls by request of their consumers. The Pink line gives parents the opportunity to provide fun, organic and girly rattles, teething, and developmental toys to their little princesses. A portion of the proceeds will support Breast Cancer Research through the Dandelion Foundation. It's all just another way that Re-Think It, Inc. is working towards a better future for children and the women who love them. The line includes two organic developmental toys--the house sorter and busy block and three organic toys – the bunny blanket, baby doll, and flower book.



The new **organic soft plush** line from **Dandelion Earth-Friendly Goods** includes adorable pudgy pals that are every boy's or girl's first stuffed friends. Give your baby the perfect toy to cuddle and hug day in and day out. With just the right amount of charming features and an irresistible squishiness, babies are sure to love each and every one of them. Simply styled and of course, made of organic cotton with natural fiber stuffing, each toy is machine washable. The plush line includes an adorable turtle, duck and bear— all too cute to just have one.



The new **organic cotton canvas diaper bag** is simply stylish, practical, eco-friendly and ready for any adventure. Made from cotton canvas with fun cotton rope shoulder straps to make it comfortable, light weight and very portable. Only organic cotton is used with no pesticides or chemicals in the growing cycle. Each diaper bag has four outside pockets, one big snap pocket, 2 elastic bottle holders, and 1 large open pocket. Look no further for the perfect diaper bag as each bag comes with a roomy open interior which features 2 smaller snap pockets and quick-access key clip. Six different prints makes it impossible to only choose one, why not just collect them all and have one for each outfit, outing or mood.

Dandelion's Earth Friendly Goods are available at juvenile specialty and natural product retailers nationwide. Please visit www.dandelionforbaby.com for more information, to find a retailer near you, or to order directly. MSRP: \$9.99 - \$49.99

About Re-Think It, Inc.

Re-Think It, Inc., formerly ABC Development, Inc, is a privately held company with headquarters in Winter Park, FL. The company was founded in 1987 as a manufacturer of novelty sponge products. In 1996 the company launched its first assortment of baby care items. The company has since expanded its baby care offering to include infant and toddler feeding items, toys, accessories and more. As of 2008, Re-Think It refocused its company and built its ecological campaign with the introduction Dandelion *Earth-Friendly Goods* featuring an earth-friendly line of products as its cornerstone. After receiving six great awards in 2009 - two National Parenting Center Seals of Approval, two iParenting awards, the PTPA award for excellence, and Dr. Toy's Best Green Toy Award - Re-Think It, Inc.'s collection of Dandelion *Earth-Friendly Goods* is proud to continue adding new products to their line. For more information please visit www.dandelionforbaby.com or call (888) 222-3053.

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Press Release



GO CHIC AND ORGANIC ALL AT ONCE WITH THE PERFECT TOTE BAG

Dandelion Earth-Friendly Goods introduces its new collection of organic cotton canvas bags with style and a message for fall 2009



Winter Park, FL — Going green is now more fashionable than ever with the perfect roomy, chic and portable bag that is so versatile to take just about anywhere. Look no further with **Dandelion Earth-Friendly Goods'** new collection of organic cotton canvas tote bags that are made entirely of organic cotton and use no pesticides or chemicals in the growing cycle.

Dandelion Earth-Friendly Goods has pushed aside those days when organic was thought of as being simple and mundane and has created organic chic. The organic cotton canvas bag will carry all your essentials wherever you may go. With six different inspirational green phrases and designs, it becomes impossible to only have one.

Organic living has become a new way of life with people shifting to all natural products for their families. Going green is not only a safer option for people, but also a great way to help preserve the environment. **Dandelion Earth-Friendly Goods** is committed to using eco-friendly materials, dyeing processes and packaging throughout their products. Dandelion's new tote bags are made from organic canvas, with organic cotton shoulder straps. The shoulder straps and printed designs use low low-impact, fiber reactive dyes. Fiber reactive dyes require less water, less electricity and use fewer chemicals in the dyeing process.



The new **organic cotton canvas bag** is versatile and fashionable- it's that one bag that will always accommodate your style. Each bag has four outside pockets- one big snap pocket to keep valuables secure, 2 elastic holders for cups or water bottles, and 1 large catch-all pocket. Along with a roomy open interior which features 2 smaller snap pockets and quick-access key clip, what more can a bag offer? The collection is nothing less than stylish, practical and eco-friendly. A great over the shoulder bag for a day out on the town, a book bag, a day to the beach or a day out to the park with the kids-the possibilities are endless. Soft cotton rope shoulder straps make comfortable, light weight

and very portable.



The **organic cotton canvas bag** makes an ideal gift for anyone in the family who enjoys looking fashionable no matter where they go. Perfect for students who don't enjoy using the ordinary backpack, mother's who need extra room for essentials, those who enjoy going on trips and anyone who loves organic products that make a statement.

Dandelion's Earth Friendly Goods organic cotton canvas bags will be available in September 2009 at gift specialty and natural product retailers nationwide. Please visit www.dandelionforbaby.com for more details or to add your information to the waiting list. MSRP: \$49.99

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Dandelion Presents *the* New Crop of Feeding Items

Dandelion Earth-Friendly Goods, a division of Re-Think It, Inc. introduces its ReUsable tableware made from corn as a visionary approach to green awareness and family health

Winter Park, FL – Decades ago, plastic revolutionized our world and provided the ideal solution to broken glasses, heavy dishes and beverages on-the-go. But it wasn't until recently that we've learned more about the effects of plastic on the environment and its potential to leach harmful chemicals. It's a new day and age, and alternative, environmentally-safe "bioplastics" are evolving as the next step. **Dandelion Earth-Friendly Goods**, is at the forefront of this revolution with its new line of **ReUsable** children's tableware made from corn-based bioplastic (PLA) that is affordable, safe and eco-friendly. Come take part in the alternative-plastic revolution.

Traditionally, toddler feeding items are made using conventional plastics comprised mostly of petroleum. Many of these plastics contain Bisphenol A and Phthalates, toxicants that can act as "endocrine disruptors," which can leach through the plastic after repeated use. Endocrine disrupting compounds may cause reproductive and hormonal problems. **Dandelion's** line of **ReUsable** tableware is made primarily from *renewable* and *sustainable* corn-based bioplastic which is free of Bisphenol A and Phthalates, and offers an inspired alternative to conventional plastic.



"Corn PLA requires significantly less fossil resources, and generates far fewer greenhouse gases than normal plastic," says Amy Shumway, Re-Think It, Inc.'s VP of Development. "The corn used in **Dandelion's ReUsables** is the most common type of corn grown in the US, and it is primarily used to feed animals and make artificial sweeteners."

Through the eco-friendly process of using corn to manufacture their **ReUsables**, **Dandelion Earth-Friendly Goods** expresses its commitment to protecting the environment and, most importantly, to supply children and families with the best and safest products. Taking it one step further, **Dandelion-Earth Friendly Goods** uses innovative, eco-friendly packaging - made from 100% recycled paperboard and custom designed to use a minimal amount of materials.

Dandelion's ReUsables are made from a unique formula derived primarily of corn-based bioplastic. The

ReUsables include toddler divided plates, bowls and utensils. Each **ReUsable** is durable and lightweight for use at home or on-the go. Designed with ease-of-use in mind, the divided plate keeps foods separate, the bowl has deep sides to reduce spills, and the utensils are ergonomically designed for baby's tiny hands. Plates and bowls are sold in packs of two. The utensil pack comes with four spoons and four forks. MSRP: \$7.99 The ReUsables are also available as a feeding set for \$24.99 including two plates, two bowls, four spoons, and four forks.

Dandelion's ReUsables are available at juvenile specialty and natural product retailers nationwide. Please visit www.dandelionforbaby.com for more information, to find a retailer near you, or to order directly.

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Think Green, Live Green, Play Green with Dandelion *Earth-Friendly Goods*

Dandelion Earth-Friendly Goods by Re-Think It, Inc. emphasizes environmental responsibility, accountability, and overall usability



Winter Park, FL— At a time when “*organic*”, “*green*”, “*environmentally-friendly*”, “*renewable*” and “*sustainable*” is a part of our everyday culture, consumers are sincerely moved to help preserve the planet and the health and well-being of their families. With the desire to champion an emerging “green” awareness, the collection of **Dandelion *Earth-Friendly Goods*** by Re-Think It, Inc. turns living green into easy living.

Dandelion *Earth-Friendly Goods* are made *entirely* using eco-friendly materials and processes. “From the organic cotton grown without pesticides and chemicals, coloring process, and right down to the plant-based fibers used in filling the plush toys, we’re all about delivering toys that babies will enjoy learning from and that don’t harm the environment,” says Re-Think It co-founder Amy Shumway. “Even the packaging, made from recycled paper board, helps to contribute to environmental consciousness with its creative approach to size and practicality. And our products are shipped with recycled newsprint, not bubble wrap.”

With Re-Think It’s **Dandelion *Earth-Friendly Goods***, parents can be reassured that the developmental toys, ReUsables (plates, bowls, utensils), diaper bags, rattles and teethers they buy for their children are not detrimental to them or to the planet. And the little ones? They will love playing with the high quality toys all the while developing their senses and cultivating motor and social skills. It’s a win-win-situation for children, parents, *and* the environment.

All of **Dandelion *Earth-Friendly Goods*** are tested above current CPSC standards and meet the standards set by the European Union. Because **Dandelion** uses plant-based fibers rather than cotton fill, the plush toys are machine washable and will maintain their shape and quality even in the dryer.

The **Dandelion *Earth-Friendly Goods*** line consists of:



Organic Developmental Toys

Inspire exploration, cultivate imagination, and promote playful recreation with Dandelion's Organic Developmental Toys. The Stacker has four unique rings with varying color and texture combinations. Along with the Sorter that comes packed with four shaped blocks ready to be shaken, squeezed and sorted, babies will stimulate and develop sensory, motor and social skills vital to their personal growth and most importantly, have fun doing it. For ages 6 months and older. MSRP: \$14.99 - \$38.99

Organic Rattles and Teethers

The simple, soft organic toys will delight and engage babies with softly textured plush and gentle sounds. Toys have a variety of fabrics, such as canvas, terry and soft velour. Babies can shake, rattle, squeak and teethe while developing hand eye coordination and discovering lessons about causality. For ages birth and older. MSRP: \$9.99 - \$14.99



ReUsables

Made from corn, the toddler divided plates, bowls and utensils are sized right to encourage proper eating habits. Designed with ease-of-use and cleanup in mind, the divided plate keeps foods separate, the bowl has deep sides to keep spills from becoming such and the utensils are shaped for small hands to hold while toddlers learn to feed themselves. Plates and bowls are sold in packs of two. The utensil pack comes with four spoons and four forks. For Ages 9 months and older. MSRP: \$7.99

Organic Canvas Diaper Bags

Dandelion gear is designed for the family with a mobile lifestyle and eco-sense in mind. Available in September 2009, Dandelion's Organic Canvas diaper bags will feature function & fashion to last. Parents can lead by example & bring their environmental message to the forefront with clever graphics and unique rope shoulder straps that make a statement with plant-based dyes. Inside, it's big and roomy, with 2 snap pockets to keep smaller items sorted and an attached key/pacifier-catcher. On the outside, this bag features a large front pocket with snaps, a large easy access back pocket, and an elastic pouch on each end, for bottles or sippy cups. MSRP: \$49.99.



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Company Backgrounder

Based in Winter Park, FL, Dandelion *Earth-Friendly Goods* is a division of Re-Think It, Inc., a family owned, family-focused company. Originally formed as ABC Development Inc. in 1987, owners Craig & Amy Shumway had a vision to bring something truly different to the market and they did. The company began designing and manufacturing specialty sponge products including the Power Puff™ cup and carafe cleaner which was later adapted to clean baby bottles and was launched at major mass retail chains. Continuing to expand its baby division, the company developed innovative feeding items, toys, travel accessories and toddler furniture with licensed characters including Sesame Street™, Spider-Man® and Friends, Strawberry Shortcake™, Barney for Baby, Major League Baseball™, and NASCAR™.

In 2008, the company decided to get back to its roots of developing products that make a difference and was re-born as Re-Think It, Inc. with a focus on environmental awareness, creativity, and innovation. “We are re-thinking the way products are made, as well as the way we as a corporation impact the world around us. The new company name represents our company goals and vision,” says Amy Shumway, VP of Development and Co-Owner of Re-Think It, Inc.

Today consumers are more aware than ever about global warming and the many environmental issues that are putting our planet and those of us that live on it, in jeopardy. Although “green” awareness is slowly infiltrating the mainstream, many parents remain somewhat discontented in the discoveries that the unnatural materials traditionally used in some children’s products can be health risks that are, in some cases, being recalled to manufacturers.

In the spirit of “re-thinking” it, Re-Think It, Inc. unveiled the Dandelion brand and is setting the green standard within the juvenile product marketplace. Green living shouldn’t be a burden and Dandelion *Earth-Friendly Goods*’ goal is to incorporate affordable organic and recycled materials into homes without sacrificing quality or lifestyle.

To further its focus on environmental awareness, creativity, and innovation as well as our impact on the world around us, Re-Think It Inc. will be donating a portion of all sales from the Dandelion Earth-Friendly Goods line to select organizations committed to bettering our planet.

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