

FOR IMMEDIATE RELEASE

March 2004



Lavinia's World in Chicago

Lavinia's World, the New York based, multi dimensional entertainment company with a growing international presence, is excited to announce its participation in the 2004 Association of Retail Marketing Services Show that was held in Chicago from March 18-20.

Lavinia's World stood out as a company offering interesting and innovative products to the supermarket retail sector.

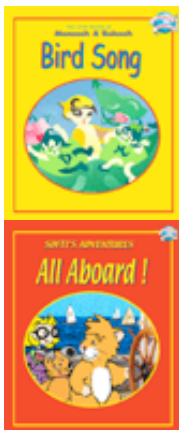
Lavinia's World author and company president Lavinia Branca Snyder said, "It was obvious last year at the Chicago show that supermarket buyers were looking for something new and exciting for their in-store continuity programs. So we set out to give them a range of products that really fit the bill and the response we received was tremendous. We are really looking forward to furthering the many exciting relationships we established at the show"



The Lavinia's World supermarket promotion is comprised of 9 large, beautifully illustrated story books for boys and girls and a high quality denim backpack. These competitively priced products are perfect for busy supermarket shoppers looking for something fun and educational the whole family can enjoy together again and again. The Lavinia's World supermarket program also benefits the wider community through a commitment to contribute to local charities.



Lavinia's World is made up of three distinct book series that are smart, educational, and filled with adventures. Through these, Lavinia's World invites children to discover the world around them and makes learning fun. A range of related toys - as well children's apparel and paper product lines - extend the adventure beyond the written page.



The Little Stories of Manoosh and Baloosh (ages 3-6)

This series guides children in the discovery of the natural world. Manoosh and Baloosh, the pea twins, and their many friends bring to life the magic in nature, where adventure begins in the backyard.

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The Kyss Family Mysteries (ages 6-9)

This series investigates the history and cultures of our world. Twins Ophelia and Brian Kyss are globe-trotting detectives who find mysteries in the most unlikely places and use their knowledge of local history and culture to crack their incredible cases.

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Join us at Lavinia's World online at www.laviniasworld.com.
