

FOR IMMEDIATE RELEASE



Lavinia's World Invites You To Grab A New Book and Pack a Lunch At Licensing Show 2003!

Exciting New Children's Company Premieres Three New Book Series, Six Titles, And Back-To-School Licensed Properties

New York, New York, (June 10, 2003)—Lavinia's World, a multi-dimensional entertainment company, will burst onto the licensing scene with the premiere of three new children's book lines, six individual titles and back-to-school licensed properties at Licensing Show 2003 (Booth 3670).

The three Lavinia's World book series --- *The Little Stories of Manoosh and Baloosh* (ages 3-6), *Softi's Adventures* (Ages 4-7), and *The Kyss Family Mysteries* (ages 6-9) --- are each a continuing adventure:

- ***The Ooshes Make A Friend:*** Manoosh and Baloosh, lovable peas, learn the colorful differences between the four seasons.
- ***Going Home:*** Manoosh and Baloosh are joined by a new friend—Nuno, a little seed. To find Nuno's home, they all go on a fun-filled hot air balloon journey around the equator.
- ***The King of New York:*** Hamster Softi, his best friend Tally, and the supercharged Robotsofti travel to New York's Empire State Building by bike, ferry, subway and blimp.
- ***Mission In Space:*** A request from the World Space Agency leads intrepid hamster Softi across the universe on an amazing extraterrestrial hunt, while back on Earth Softi's rock samples give best friend Tally and Robosofti an out-of-this-world surprise!
- ***The Case of The Missing Bells:*** Twins Ophelia and Brian Kyss, trusty dog Chops, and computer wizard Dr. Abelard Kwizmore uncover an ancient puzzle in an Italian monastery.
- ***The Treasure of Lodian:*** The Kyss family takes the twins to a small mysterious village in China, where the discovery of ancient coins and a litter of Pekingese puppies lead the globe-hopping detectives to the legendary lost treasure of Lodian.

The new back-to-school properties from Lavinia's World include a backpack and lunchbox showcasing the fun and creative characters to be found at Lavinia's World:

- An adorable blue-and-red denim school backpack, for children ages 3 to 6, features characters Manoosh, Baloosh, and Dropsy in charmingly rendered felt; trimmed in red with one pocket, adjustable straps and a snap closure, the backpack is 11 inches x 9 inches by 2 inches.
- A lightweight tin lunch box features characters Softi, Robosofti, and Tally in cool spy regalia; for students ages 4 to 7, the lunchbox is fashioned to resemble a spy's briefcase, including grown-up briefcase-style handle.

“We couldn't be happier to be entering this market through a fun and exciting presence at this year's Licensing Show,” says company founder, globe-trotting adventurer Lavinia Branca Snyder. “We're delighted to take this opportunity to unveil our three new book series and our and back-to-school licensed properties product line.”

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Join us at Lavinia's World in **Booth 3670** or online at www.laviniasworld.com.

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