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PHOENIX FIRST TO BE INVADED BY ZHU ZHU PETS HAMSTERS!

"Smart Pets" Anticipated to be the Newest Craze Among Kids and the Most Popular Toy of the Year!

PHOENIX, Ariz. (May 13, 2009) – Zhu Zhu Pets hamsters are scheduled to invade Phoenix this weekend! From Chase Field to local children's hospitals, the new collection of adorable, furry, interactive pets are expected to completely overtake the Valley and catapult to the top of every child's wish list. Scheduled to launch nationally in Fall 2009, Zhu Zhu Pets will debut exclusively in Phoenix this weekend and will be available for purchase around the Valley starting Saturday, May 16 at Wal-Mart and Toys-R-Us.

Zhu Zhu Pets are anticipated to quickly become the latest obsession for kids desiring a pet of their very own. The best alternatives to real live hamsters, Zhu Zhu Pets hamsters don't poop, die, or stink, but they are still a riot of motion and sound. Darting around in their hamster tubes, busily scurrying 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 go! 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.

"Our Zhu Zhu Pets hamsters are truly unlike anything on the market," says Craig Ceranna, Marketing Director of Cepia, LLC. "They drive around in little cars, zip up ramps and spin down slides, run in their hamster wheels, and get into all sorts of crazy situations. But those are just the vehicles! The hamsters even know what room they're in. They make toilet-flushing or teeth-brushing sounds when they crawl into the bathroom and sleeping noises and alarm-clock sounds when they go into their bedroom. They're completely interactive as if they have a mind of their own. Zhu Zhu Pets not only appeal to young children; they charm and fascinate people of *all* ages."



Zhu Zhu Pets are available as five different characters: Patches the flower-loving hamster, Chunk the laid back surfer hamster, PipSqueak the petite powerhouse hamster, Mr. Squiggles the hamster who loves to explore, and Num Nums the hamster with an affinity for yummy food. In addition to the five hamsters, Zhu Zhu Pets Hamsters accessories, including a hamster funhouse, hamster wheel and tunnel, hamstermobile and garage, spiral slide and ramp, adventure ball, surfboard and sleep dome, skateboard and U-turn, pet bed and blanket, and pet carrier and blanket, are also available for purchase. Patches is included in the Zhu Zhu Pets set, while the other four hamsters are available for purchase individually. With all the different hamsters and playset environments, kids can collect and connect all of the accessories to make their own customized hamster cities.

Zhu Zhu Pets are launching in Phoenix prior to being available in any other market. The Phoenix launch will be commemorated by a series of events, including a special promotion at Chase Field on Sunday, May 31 during the Arizona Diamondbacks game against the Atlanta Braves. Upon entering the stadium, the first 5,000 children in attendance will be given a Zhu Zhu Pets hamster mask, some of which will include a special winning stamp redeemable for an actual Zhu Zhu Pets hamster at the Sandlot. Baxter is sure to join in the fun and challenge the kids to a hamster dance-off for a chance at the grand prize, a complete Zhu Zhu Pets playset.

Hamster parties will also be hosted by select moms around the Valley for kids and their friends to experience Zhu Zhu Pets first-hand. The parties will include various hamster-related games and activities, while kids play with Zhu Zhu Pets and experiment with building their own hamster habitats. Samples of Zhu Zhu Pets will also be distributed to local day care centers, after school programs, and pediatric hospitals for children to engage their imaginations in an entirely new interactive way.

About Zhu Zhu Pets

ZhuZhu Pets are innovative, realistic, interactive, plush, and artificially intelligent hamsters that talk and move around in their own playsets. ZhuZhu 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.myZhuZhupets.com.

About Cepia, LLC

Cepia was founded in 2002 in St. Louis, Missouri by a senior management team boasting over 100 years of combined history in the toy industry. Ingenuity, creativity, playfulness, and passion are the heart of Cepia and everything it creates. Cepia is especially known for its use of advanced technology, which is employed in such an unobtrusive way that the toys are not only fun to play with, but often viewed as “wonderful” or “magical.” Cepia’s toy brand building enterprises include Glo-e a light-up plush bear, Hydro Max a motorized water blaster, Sky Raptors, Sk8, and their newest venture Zhu Zhu Pets. For more information, please visit www.cepiallc.com.

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