

**FOR IMMEDIATE RELEASE**

February 15, 2008

**TD Monthly's Pawparazzi™ Video Paws Top Honors!**

(Santa Barbara, CA) Noodle Head, Inc. learned today that a video about their best selling children's toy brand, Pawparazzi™, made by TD Monthly, was "favorite video" for 2007. TD Monthly is a leading online trade magazine for the toy, hobby game and gift industry

The clip entitled, "How Much is that Doggie in the Window", features the catchy song of the same name written by Rosemary Clooney, and stars Salsa, the ever-loveable Pawparazzi "Latina singing sensation" in a variety of poses. The video was created by TD Monthly to highlight Pawparazzi after the American International Toy Fair.

Pawparazzi™ are a line of adorable miniature celebrity dogs and cats with compelling character and personalities. Dubbed, "Little Pets living big Lives" the Pawparazzi have become constant companions for many young girls, ages 4 -13. Pawparazzi™ are created by Noodle Head, Inc and are sold in high-end retail stores like Nordstrom, Barneys New York, F.A.O. Schwarz, Kitson and more than 900 specialty stores across North America.

Noodle Head co-founders Eric & Chris Ryan both gave the video nod two Paws up! "It's great to see the toy industry and press come together and have fun with the Pawparazzi line" said Eric Ryan. When reached for her own comment, Salsa seemed to borrow a line from a fellow celebrity when she said, "I know I'm hot!"

The video clip can be seen by logging onto [www.pawparazzi.com](http://www.pawparazzi.com), clicking on *Pawparazzi News* and locating the "How Much is that Doggie in the Window" video.

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