



DREAMMORE

P L U S H TM



DreamMore Plush takes babies and toddlers on magical journeys that joyfully introduce them to the exciting world of colors, shapes, patterns, textures, numbers, letters and first words.

These colorful companions artfully introduce important concepts that form the foundation for an exciting, early childhood education.

Little imaginations discover this wonderful wonderland filled with rhyming tales that take them on amazing adventures.

Children quickly discover that learning is fun and easy as they begin to develop a lifetime love of creative learning with their faithful Ponies.

Make Learning **MAGICAL!**SM



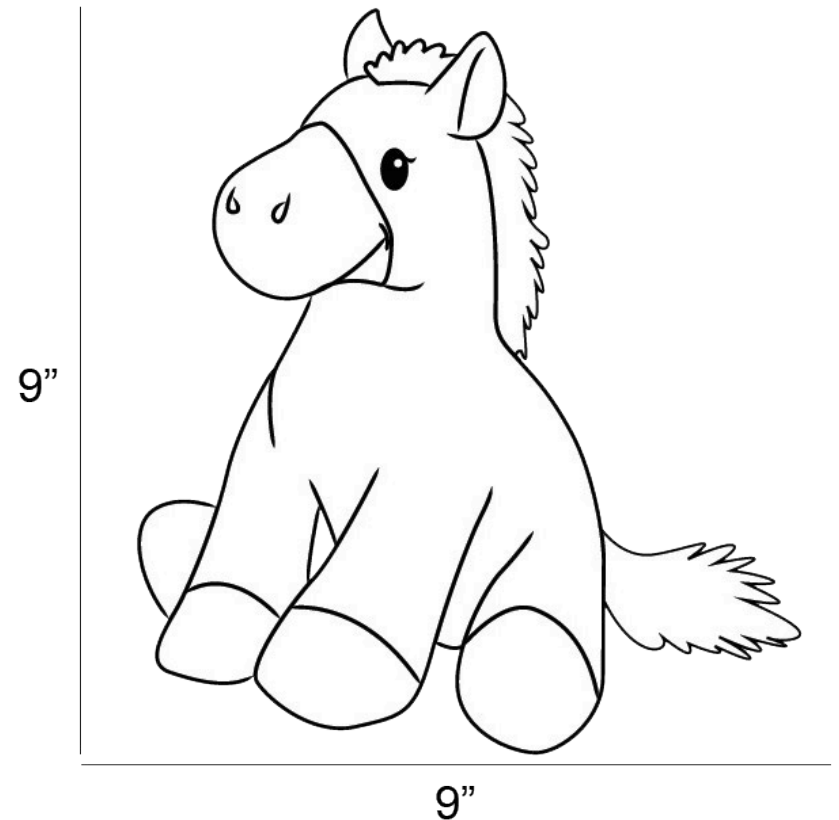


Form

DreamMore Plush Ponies have been custom designed to sit and stand without falling over.

This unique Pony form is easy for little hands to hold and carry.

DreamMore Plush Ponies are every toddler's best friend and will always sit, or stand, by their side and look them in the eye, as they teach them wonderful new things!





Complexity of Design

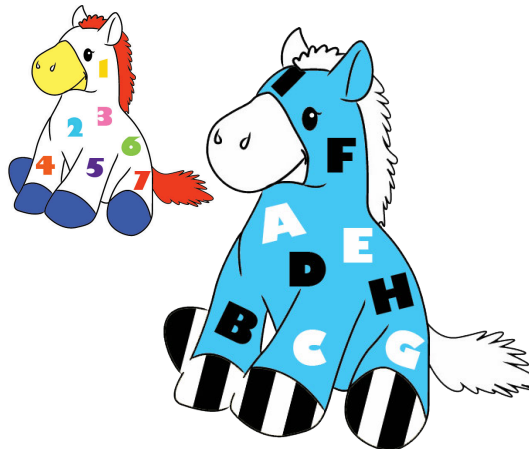
DreamMore Ponies are designed in one of three levels of complexity, based on their patterns, colors, numbers, letters and words.

1



Level 1:
Basic Colors & Shapes

2



Level 2:
Multiple Colors, Simple Patterns,
Letters and Numbers

3



Level 3:
Complex Colors, Patterns and
First Words

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PRIMARY COLORS

Welcome to this land of wonder,
where all the colors grow.

This is where the magic begins,
so get ready, here we go...

The Plush Pony has 3 colors,
red, **yellow** and **blue**.

These are the **PRIMARY COLORS**,
on your pony, just for you.

See if you can spot the pattern,
that your pony wears.

It's a little diamond pattern,
that your Pony loves to share.

So as you go to sleep,
hold your Pony nice and tight.

Your DreamMore Pony will protect you,
every day and every night.



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PASTEL COLORS

Welcome to this land of wonder,
where some colors are quite shy.

They call these **PASTEL COLORS**,
and they're soft as a butterfly.

These colors never scream or shout,
they're as quiet as can be.

They grow in a beautiful garden,
underneath the color tree.

These lovely **PASTEL COLORS**,
have a favorite time of year.

When the Easter Bunny makes his rounds,
and all the children start to cheer!

Now look for the special pattern,
that your Pony wears with pride.

This crazy zig-zag pattern,
will take you for a ride!

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PATRIOTIC COLORS

Welcome to this land of wonder,
where the American flag flies high.

Look up and all around you,
and you will see them in the sky.

"Old Glory" as they call her,
has three colors that she wears.

They are red, white and blue,
with stripes and stars near her hair.

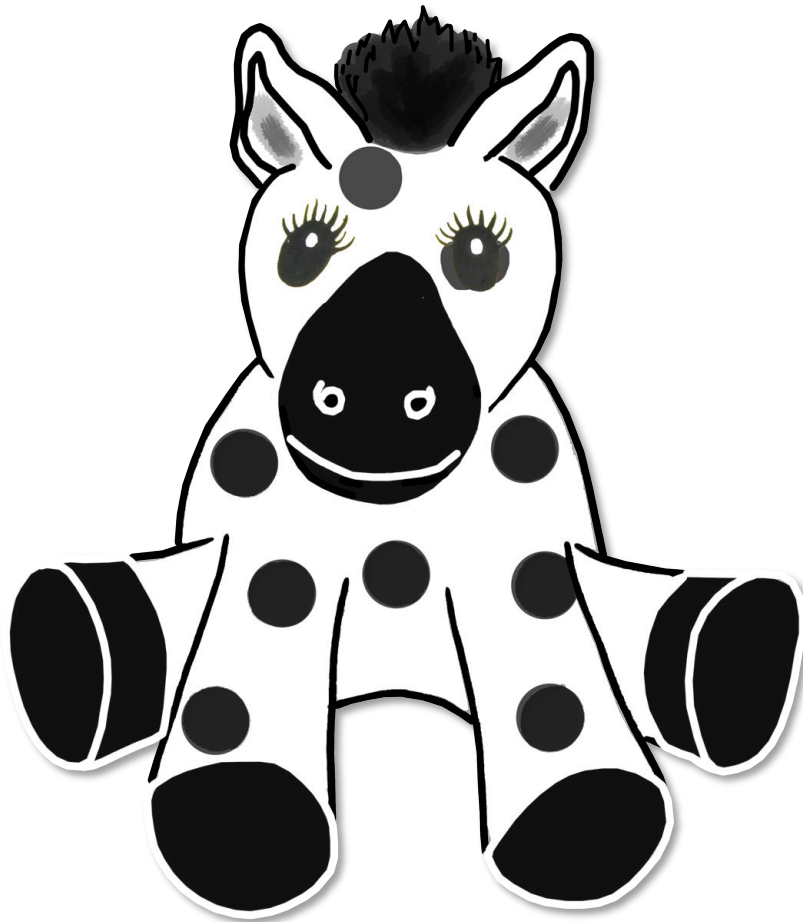
So when you see these colors,
if you're alone or in a crowd.

Remember **PATRIOTIC COLORS**,
will always make you proud!



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BLACK AND WHITE

Welcome to this land of wonder,
where things are **BLACK AND WHITE**.

From cats that look like licorice,
to the black that's known as night.

And then there are the white things,
that make you stop and smile...

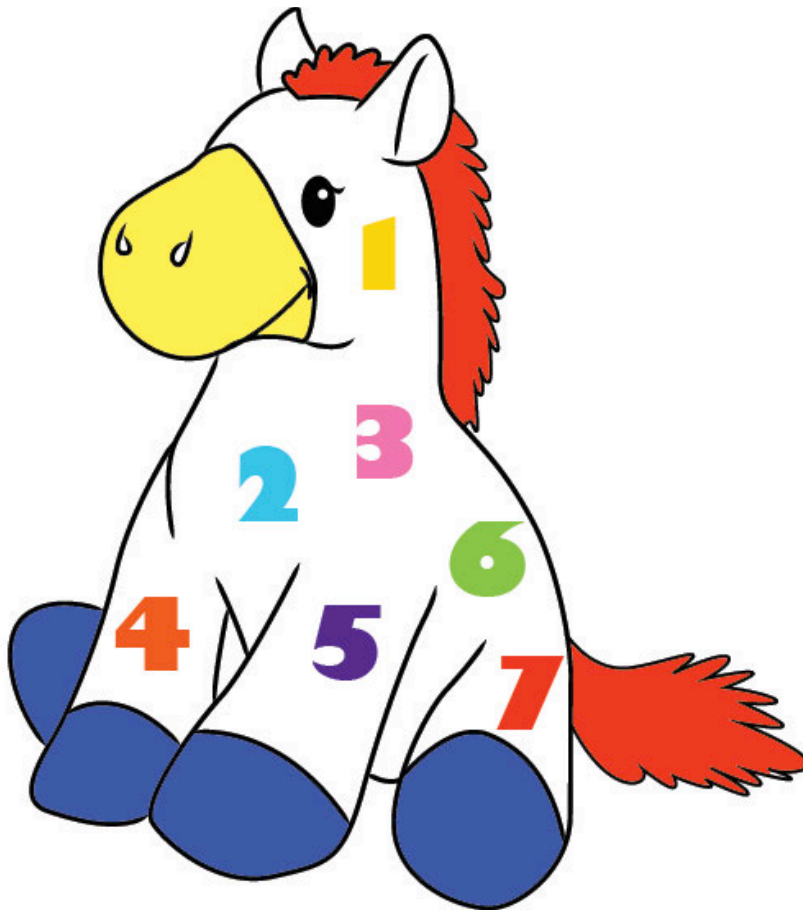
From the white that's on your Pony,
to the black dots with such style.

They say it's either black or white,
I wish that weren't true.

Because I like both **BLACK AND WHITE**,
and they never make me blue!

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NUMBER PONY

Welcome to this land of wonder,
where numbers are fun to see.

Just look at your **NUMBER PONY**,
and you'll be counting, one, two, three!

Then it's on to four, five, six,
and when you get to 10.

Your little **NUMBER PONY**,
will take you back to zero, again.

So when you think of numbers,
you'll remember them by heart.

Because your **NUMBER PONY**,
taught you it's fun to be so smart!

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ALPHABET PONY

Welcome to this land of wonder,
where letters are everywhere.

Your Pony loves the Alphabet,
it's his (her) favorite thing to wear.

First, start with letter "A,"
and move on to "B" and "C."

You'll reach the end of the Alphabet,
when you see the letter "Z."

And when you've found all the letters,
you'll be so smart it's true.

And your friend the **ALPHABET PONY**,
will always be there just for you!

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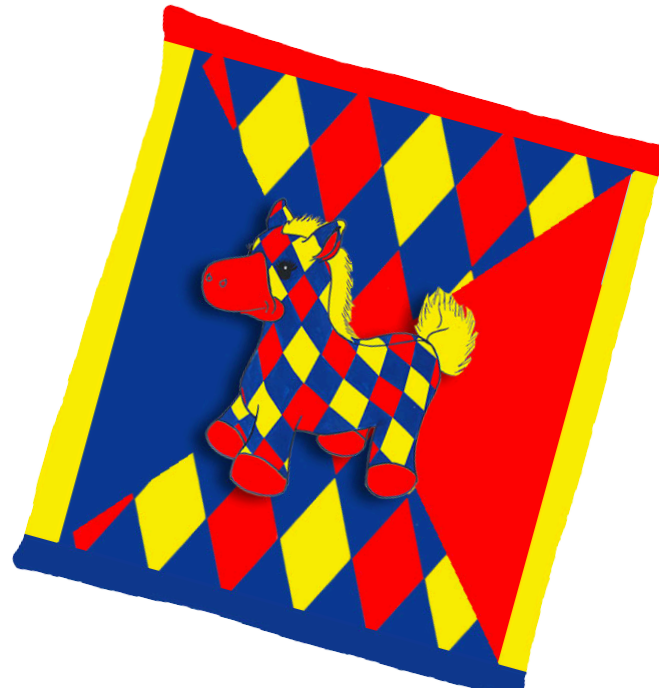
PLUSH™





Product Categories

1. Plush Ponies (featuring colors, shapes, numbers, letters & first words)
2. Pony Snuggler
3. Pony Sshlumpie
4. Pony Plativity Blanket
5. Pony Plativity Rattle
6. Pony Plativity Cuddle Pal
7. Pony Plativity Activity Block
8. Pony Pull Zip
9. Small Baby Pink Pony
10. Small Baby Blue Pony





Company Mission

Our mission is to take babies and toddlers on magical journeys that joyfully introduce them to the exciting world of colors, shapes, patterns, textures, numbers, letters and first words.

Make Learning **MAGICAL!**SM



Problem

The plush marketplace is currently dominated by two forms of plush:
(1) traditional plush forms including realistic bears, dogs, cats, etc. and
(2) high tech plush featuring interactive/electronic creatures.

Currently, there is no plush in the marketplace that artfully introduces babies and toddlers to early childhood concepts such as colors, shapes, numbers and letters...until now...



Solution

DreamMore Ponies blends the best elements of traditional plush with early childhood education concepts. The result is an exciting new category of plush that is educational and adorable, all at the same time!

DreamMore Ponies offer parents and children a magical learning experience that they can share together, taking them on adventures into the worlds of colors, shapes, patterns, letters, numbers and first words!



Think Differently

DreamMore Ponies are not just another plush horse and the reasons are as simple as **1**, **2**, **3**, **4**...

- 1. Iconic, One-of-a-Kind Pony Form:** First, horses and ponies are iconic and universally beloved. They are also associated with exciting, new experiences. With this in mind, we created an exclusive, new Pony form that is the perfect canvas to take babies and toddlers on magical adventures into the world of early learning.
- 2. Interactive/Educational Component:** Next, we wanted to incorporate an educational component featuring letters, numbers, first words, colors, shapes and textures. These concepts are clearly featured on the design of each Pony and are organized into 3 Levels of Complexity, making early learning fun and easy!
- 3. “Show & Story Telling” Element:** Finally, we wanted to include a "show and story telling" element that encouraged parents to read to their children. Printed poems are included with each Pony to inspire parents to read aloud and continue the conversation by showing and telling children about the colors, shapes, letters, words, patterns and textures on their Painted Ponies.
- 4. Collectability:** The adventure begins at Level 1, by introducing babies and toddlers to basic colors and shapes. After mastering the concepts in Level 1, toddlers graduate to Level 2, where they learn about letters and numbers. Finally, they reach Level 3, where they are challenged by complex patterns and first words.

These four elements combine to create a totally new type of plush that makes early learning fun and magical!



Why Now?

There are currently no other plush toys in the marketplace that inspire creative early learning like DreamMore Ponies.

This simple, yet sophisticated concept, is just what parents, and in particular mothers, have been looking for in a plush toy. Parents today want aspirational toys that open new worlds of wonder and instill a lifelong love of learning in their babies and toddlers.

DreamMore Ponies inspire and educate babies and toddlers in a fresh, artistic way on the canvas of a beloved icon: the horse.



Competition

There is no clear winner in the plush wars these days. There are teddy bears and Disney bears, Winnie the Pooh bears and Care Bears. Then there are the birds...Big Birds and Angry Birds. Don't forget the frogs and rabbits, Kermit and Peter. And then there's Tickle Me Elmo and its parade of successors.

There are traditional plush toys and electronic plush toys, however, there is no plush like DreamMore Ponies!





Customer Profile

Mothers, grandmothers, aunts, sisters and family friends are often the purchasers of plush toys for the babies and toddlers in their lives. These women appreciate quality and creativity in the gifts that they give. They also value toys that inspire creative learning, because they recognize the importance of a good early childhood education.

There are currently 26 million babies and toddlers in the United States with approximately 4 million new babies born each year. Each baby or toddler has a circle of family and friends that support them throughout their formative years and encourage their growth and development by purchasing quality plush toys as gifts.

These are the DreamMore Plush customers. These are the "seekers" of quality for the children in their lives and they will purchase plush toys that inspire and educate.



Market Size: \$5 Billion

Plush Toy Industry: **\$1.7 Billion**

Educational Toy Industry: **\$3.2 Billion**

The NPD Group, a leading market research organization, reports US toy industry retail sales at \$16 to \$17 billion. Plush toys account for approximately 10% of those sales, or \$1.7 billion. Infant and preschool toy sales bring in a whopping \$3.2 billion in sales.

These combined industries generate revenue close to \$5 billion in retail sales.



Channels of Distribution

DreamMore Plush will thrive with the following retail distribution:

1. Department Stores
2. Specialty Gift Boutiques
3. Baby & Toddler Boutiques
4. Equestrian Boutiques
5. Quality Catalogues
6. Official Online Store
7. Reciprocal links to the Official Trail of Painted Ponies website
8. Introduction to current Trail of Painted Ponies Retailers



Marketing Strategies

DreamMore Plush will take the plush market by storm with a hybrid marketing plan that includes the following:

1. Press Release campaign to major media
2. Articles written for major parenting magazines
3. Interviews with major parenting publications
4. Outreach to educators & parents via the internet
5. Cultivating parents organizations through schools
6. Testimonials
7. Blogs
8. Award-winning, interactive website: **DreamMore.com**
9. Features and reciprocal links on the Official Trail of Painted Ponies website
10. Features on the Official Trail of Painted Ponies social media

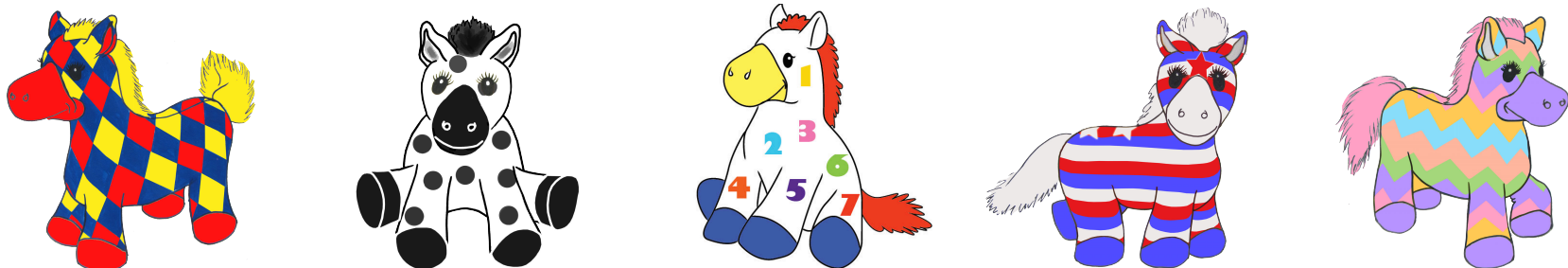


Summary

DreamMore Plush has revolutionized plush by creating a classic pony form, while adding an educational twist that inspires and educates babies and toddlers, transforming them into lifelong learners. This plush is simple yet sophisticated and will forever change what plush is and how it can inspire children.

Parents have been longing for a plush toy that can do more and be more without the overwhelming electronics.

DreamMore Plush does all that and more...*It Makes Learning* **MAGICAL!**SM





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