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## **ZHUZHU PETS® PONIES GALLOP ONTO SHELVES IN PHOENIX**

*Leading Brand Launches A New Hot Collectable for Girls*

**PHOENIX** (May 4, 2012) — *Breaking Zhu News: Ponies have been spotted galloping into the Phoenix area. These charming ponies are reported to be colorful, unpredictable and above all, fun for kids!* New ZhuZhu Pets® Ponies, from the toymakers at Cepia LLC, are launching in Phoenix. These ponies feature playful interaction: They really prance and spin while making silly noises. With vibrant colors, sparkly manes and unique personalities, ZhuZhu Pets® Ponies are a hot new collectable hitting the girl's aisle!

"Ponies have always been a favorite with children. They symbolize a captivating magic that is a natural fit in our Land of Zhu," states James Russell Hornsby, CEO, Cepia LLC. "With ZhuZhu Pets® Ponies, we want to provide children with a special, interactive experience that will result in hours of imaginative play."

### **ZhuZhu Pets® Ponies Backstory**

ZhuZhu Pets® Ponies are a group of playful pony friends that live within the Zhu-niverse®. Each pony has its own unique personality, which is reflected through its symbol. During their adventures together, ZhuZhu Pets® Ponies discover their inner talents and learn that their differences are what makes their friendship so special.

### **ZhuZhu Pets® Ponies**

For the first time ever, ponies have entered the Zhu-niverse®! These ponies combine the loveable features traditional to ZhuZhu Pets®, soft plush, silly sounds and unpredictable play, and the beauty and elegance of ponies. They have colorful patterns and long, shimmering manes. For a special surprise, a brush and barrettes are included with each pony so kids can have fun styling their manes. Press their backs and watch them prance and spin while making silly noises. You never know what they are going to do next, making them a great attraction for kids.

### **Meet the ZhuZhu Pets® Ponies**

Zhu-natics can collect six loveable ponies, three of which are currently available in Phoenix. Each pony is different. They have their own name, birthday, biography, collector's code and symbol, making them highly collectable for kids.

- **Indiana "The Brave Leader"**: The leader of the ZhuZhu Pets® Ponies, Indiana is not afraid to gallop into danger. She believes in doing what is right and encourages the other ponies to do the same! **Symbol:** Celtic rose
- **Bonnie "The Loyal Pony"**: A white pony with heart-shaped detailing, Bonnie is known for her loyalty and is always there to save the day. Some say a star appears in the sky whenever a pony is in trouble to guide Bonnie to their rescue. **Symbol:** Star
- **Rumer "The Adventurous Pony"**: Wild and carefree, Rumer is not your typical pampered "show horse." This pink, star-speckled pony enjoys galloping with the wind in her mane and believes there are no limits on life's adventures. **Symbol:** Horseshoes

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- **Cruz “The Peaceful Pony”**: She is the mellow, laidback pony: Her peace sign pattern and symbol are fitting! She enjoys nuzzling her nose in the hay. Peace, quiet and her favorite snack, apples, make Cruz one happy pony! **Symbol**: Peace sign
- **Blackberry “The Sophisticated Pony”**: A pretty blue pony, Blackberry prides herself on her refined taste and large knowledge of history, cuisine and art. Blackberries are her favorite snack just like her name! **Symbol**: Fleur de lis
- **Locket “The Playful Pony”**: A lovely patchwork pony, Locket is lighthearted. She remains at high spirits at all times and always knows how to cheer up her friends. She loves collecting charms, which is why a heart lock is her symbol! **Symbol**: Heart lock

### **ZhuZhu Pets® Ponies Playsets and Accessories**

Zhu-natics can create their own pony world with the ZhuZhu Pets® Ponies playsets and accessories! With bright colors, whimsical detailing and adorable pony-themed accessories, the Pink Gable Stable is a charming home for ponies. The playset also features connectable fences so kids can build their own corral and watch their pony spin and play. After their pony is finished prancing, Zhu-natics can lovingly tuck her into her Playful Pony House. Three Playful Pony Houses are available, each themed with its own unique design: the Wishing Well Cottage, Storybook Cottage, and Fairy Tale Garden Cottage. These houses also feature a connectable fence that conjoins to other houses and a portable handle so kids can have their pony adventures anywhere, anytime. With beautiful colors and long, sparkly manes, ZhuZhu Pets® Ponies are tons of fun to style. Kids can prep their pony for a show with the Stylin’ Accessories. Each set includes a saddle, bridle, barrettes and pretty charms that attach to the pony’s bridle.

### **Availability**

- ZhuZhu Pets® Ponies and playsets are available at select Wal-Mart and Kohl’s stores in Phoenix, AZ. ZhuZhu Pets® Ponies, playsets and accessories are available at select Toys R’ Us stores in Phoenix, AZ
- ZhuZhu Pets® Ponies, playsets and accessories will be coming soon nationally
- ZhuZhu Pets® Ponies, playsets and accessories are \$4.99-\$14.99, ages 4+
- Please visit [www.zhuzhuponies.com](http://www.zhuzhuponies.com) for further information

### **About Cepia LLC**

Founded in 2002, Cepia LLC is a privately held company headquartered in St. Louis, MO. Combining kid-friendly technology and innovative creative; the company’s fundamental philosophy is to transform simplistic ideas into magical experiences for kids. Cepia LLC launched into the industry with the toy phenomenon and winner of 2010 “Toy of the Year” awards in seven different countries: ZhuZhu Pets®. Cepia LLC’s other toy enterprises include: Xia-Xia™, Glo-E™, and DaGeDar™. All Cepia LLC toys are sold globally through national chain retail outlets and independent toy stores. For more information, please visit [www.cepiallc.com](http://www.cepiallc.com), [www.zhuniverse.com](http://www.zhuniverse.com), [www.dagedar.com](http://www.dagedar.com), and [www.xia-xiapets.com](http://www.xia-xiapets.com).



## ZhuZhu Pets® Ponies Fact Sheet

### **Introduction**

The Zhu-niverse®, home to the loveable ZhuZhu Pets®, is a magical, unpredictable land that is always changing, bringing Zhu-natics new friends to collect and adventures to enjoy. For the first time, ZhuZhu Pets® Ponies have been spotted galloping into the Land of Zhu. These majestic ponies are not ordinary: They really prance, play and make silly sounds. ZhuZhu Pets® Ponies are friends that were made just for ZHU!

### **What are ZhuZhu Pets® Ponies?**

ZhuZhu Pets® Ponies combine the loveable unpredictability of ZhuZhu Pets® and the fascinating beauty of ponies, providing Zhu-natics with hours of interactive and imaginative play. These ponies really move: They spin, prance and play while making charming noises. With soft plush, vibrant colors and unique personalities, ZhuZhu Pets® Ponies are an entertaining collectable for kids to enjoy.

### **How ZhuZhu Pets® Ponies Work**

Silly, unpredictable and fun, ZhuZhu Pets® Ponies are ready for adventure! Simply press their back twice to make them move. They love to explore, and you never know where they will go! Press their back once, and the entertainment continues: ZhuZhu Pets® Ponies whinny and make galloping sounds. Each pony comes with a brush and barrettes so kids can style their shimmering manes. Watch them prance, primp their hair and listen to their sounds: There are endless possibilities for fun with ZhuZhu Pets® Ponies!

### **ZhuZhu Pets® Ponies**

There are six loveable ZhuZhu Pets® Ponies: Indiana, Bonnie, Rumer, Cruz, Blackberry and Locket. They each have their own name, birthday, biography, collector's code and special symbol, which reflects their personality! Ponies also have their own vibrant colors and special patterns. Kids can collect them all to start their own playful pony world.

### **ZhuZhu Pets® Ponies Playsets and Accessories**

ZhuZhu Pets® Ponies playsets and accessories have special features that enrich Zhu-natic's play experience with their pony.

- **Pink Gable Stable:** A colorful design with adorable accessories, the Pink Gable Stable is a loving home for ponies. It contains connectable fences so kids can create their own corral to watch their ponies play.
- **Playful Pony Houses:** When ponies are tuckered out, kids can store them in the Playful Pony House. Available in three charming styles, these houses are a perfect place for ponies to rest. Each one includes a connectable fence, encouraging kids to build their own pony world. A portable handle transforms the house into a carrier so pony adventures can be enjoyed anywhere, anytime. (Styles include: Wishing Well Cottage, Storybook Cottage, and Fairy Tale Garden Cottage)
- **Stylin' Accessories:** Kids can fashion their pony's sparkly mane and prep them for the show with this accessory set. There are four unique styles that each come with a saddle, bridle, charms and accessories.

### **Availability**

- ZhuZhu Pets® Ponies and playsets are available at select Wal-Mart and Kohl's stores in Phoenix, AZ. ZhuZhu Pets® Ponies, playsets and accessories are available at select Toys R' Us stores in Phoenix, AZ
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