

Tips on Toys

Spider-Man Joins The Preschool Set



A new line of action-hero toys—featuring Spider-Man & Friends—is a hit with preschoolers.

(NAPSA)—A well-known comic-book hero is about to cast his net over new adversaries. That's good news for parents looking for the next hot toy for their preschooler.

So look out Bob The Builder, look out Clifford "The Big Red Dog," Spider-Man is here and he's cuter than ever! The recently released Spider-Man and Friends preschool toy line from Toy Biz Worldwide, caps what has been a phenomenal 40th Birthday for the world's favorite web slinger, who earlier this year starred in one of the most successful movies in history and, now, an equally successful DVD.

According to toy industry expert Chris Byrne, "Spider-Man is especially hot this year. The classic character has been designed to appeal to his youngest fans and give preschoolers a terrific platform for creative play."

Available in retail outlets nationwide, Spider-Man and Friends Action Heroes are an exciting array of oversized action

figures that showcase Spider-Man and his friends Hulk, Captain America and Spider-Girl as fire fighters, police officers and others as they explore the world around them.

The toys incorporate features that preschoolers love, like lights, sounds, water play and fun projectiles, and help teach kids basic skills such as shapes, colors, sounds and directions. The size of the toys is geared towards little hands. The bigger feet on the figures make it easier to stand them up. The products range in price from \$7.99 to \$19.99.

According to Kathryn Maciel, VP of Marketing, Toy Biz, "Our research has shown that the bigger bodies and feet allow them to stand up to anything a preschooler can dish out. The toys are not only designed to hold the interest of pre-schoolers, they're designed to be held by preschoolers."

To learn more, visit the Web site at www.toybiz.com or call 1-800-728-2018.