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MAGNETIC JEWELRY ATTRACTS TWO CREATIVE CHILD SEAL OF EXCELLENCE AWARDS

Judges Agree Mix 'n Match Mag-tagz Necklaces Cultivate Creativity

Austin, Texas (July 22, 2009) –The playful expression, “tag, you’re it” no longer applies to the boys on the playground who swoosh by as they poke you. The newest tag is actually a hip fashion statement that schoolgirls wear around their necks. Mag-tagz are adorable magnetic “tagz” that can be changed regularly to reflect a girl’s ever-changing mood and style. The judges at Creative Child Magazine's Toy Awards agreed that these necklaces have the “it” factor and awarded them two **2009 Seal of Excellence Awards** in this year’s Kids Gear/Apparel category.

Mag-tagz begins with a large or a small necklace base that sports a magnetic center. Pop in the tagz that suits the look and mood of the moment from bees and butterflies to slang and slogans. Wear them, trade them. Visit the company’s website, www.mag-tagz.com, where girls are encouraged to design their own tagz, showcasing their creativity.

To win honors at Creative Child’s annual competition, products are thoughtfully reviewed by dozens of moms and educators - the very folks who buy them. Only one product per category can win a Toy of the Year award, as well as, CD, DVD, Book and Game of the Year. The Seal of Excellence is another prominent award given to those products that are not finalists but exceed expectations based on the criteria for nurturing creativity and education in children. Look for Mag-tagz and all award winners in Creative Child’s big Holiday issue, distributed in November.



Award-winning Small Necklace Base with Butterfly tag and Large Necklace Base with “A” Initial tag

Mag-tagz Small Necklace (\$9.99) with Butterfly tag (\$3.99) • Ages 5+

2009 Seal of Excellence Award

This green butterfly with pink accents brightens up any outfit. The tag fits a small necklace base.

Mag-tagz Large Necklace (\$9.99) with Initial tag (\$3.99) • Ages 5+

2009 Seal of Excellence Award

A is for Ashley and Amanda and Allison. Show your friends your favorite letter of the alphabet with this shiny tag. Designed for the large necklace base.

ABOUT MAG-TAGZ DESIGNS, LLC

Mag-tagz is a line of interchangeable magnetic jewelry created by the Worth Family of Austin, Texas. The line serves as a fun way for girls to connect through trading, collecting and creating tagz. Mag-tagz items are available for purchase online at www.mag-tagz.com and at over 150 specialty stores. The family blogs about daily life of today’s girls at mag-tagz.blogspot.com.