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MAG-TAGZ™ CHANGES IT UP

New Interchangeable Jewelry Line is Much More Than an Accessory

Austin, TX (April 16, 2009)— It's really hard to keep up with kids' ever-changing tastes. One day their favorite color is red, and the next it's blue (and how dare you think it was red!) A new line of interchangeable magnetic jewelry, Mag-tagz™, is perfect for young girls because they can change their jewelry based on their outfit, mood or just because.

Mag-tagz necklaces have a magnetic base and the charms, or tagz, can be easily switched out or traded with friends. New and limited-edition tagz come out every few months, so there's always something different to try.

The mom-inventor, Anita Worth, created the line with plenty of input from her daughter, her daughter's friends and even kids from around the neighborhood. When she saw how much fun the girls were having creating and editing the designs, Worth realized that Mag-tagz could be much more than a children's jewelry line.



"I thought that Mag-tagz could be a really fun, interactive way for girls to form friendships," said creator Anita Worth. "And, by hosting games and a design contest on the website, it gives kids an added way to connect."

It all begins at www.mag-tagz.com, where girls can play the "Tag, You're It!" game. Players get started by entering the unique code found on the back of any tag, to get a clue. The goal is to collect four clues and figure out what the clues have in common. Players are encouraged to trade tagz or information with friends to learn more clues. Once they know the answer, they can submit it online and be entered to win amazing prizes like a Nintendo Wii. As added incentive to play, everybody who enters to win receives a special-edition tag just for participating.

Fans of Mag-tagz can also enter to win a totally different type of prize, one that awards their creativity. Girls are encouraged to design their very own tag and enter it into the Mag-tagz Design Contest. The entries are posted on the Mag-tagz blog and anyone can vote for their favorite. The winners get the ultimate prize—their design is produced as a limited-edition tag and their name is engraved on the back! Recent winners of the Design Contest include Connor, an eco-conscious 4th grader who designed the Green Earth Flower tag, and two friends named Lauren who designed the Bee tag together.

Mag-tagz are a perfect gift for any girl age 5+. Here are some of the options for starting, or growing, a collection:



Mag-tagz Necklace Base • \$9.99

The perfect beginning to any Mag-tagz collection. The necklace base has a permanent sunflower design and black rope chain. Choose either small or large base, and choose from two lengths: choker with adjustable clasp or longer necklace chain.

Individual Tagz • Small \$3.99, Large \$4.99

Additional styles and limited-edition tagz continuously added to the collection. Small tagz will fit on a large base.



Get Started Pack • Small Tagz Base \$19.99, Large Tagz Base \$23.99

Kick-start a Mag-tagz collection with the Get Started Pack. Contains necklace and three interchangeable tagz.

Mag-tagz Daisy Storage Frame • \$19.99

Magnetic pink and yellow daisy-shaped storage frame. Comes with two limited-edition tagz. Measures 6" x 6".



Get Started Pack, Small tagz

Mag-tagz items available for purchase online at www.mag-tagz.com and at select specialty stores.

ABOUT MAG-TAGZ DESIGNS, LLC

Mag-tagz is a line of interchangeable magnetic jewelry created by Anita Worth and her family. The line serves as a fun way for girls to connect through trading, collecting and creating tagz. More information is available at www.mag-tagz.com or on the Mag-tagz blog at <http://mag-tagz.blogspot.com>.