



# NEWS RELEASE

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## ALEX® READY, SET, TELL TIME WINS DR. TOY'S 10 BEST SOCIALY RESPONSIBLE & 100 BEST CHILDREN'S PRODUCTS AWARDS



[Northvale, NJ – September 9, 2011] – ALEX®, the premier brand of creative toys and children's lifestyle products, is proud to announce that **Ready, Set, Tell Time!** has won Dr. Toy's 10 Best Socially Responsible & 100 Best Children's Products for 2011 Awards.

Learning how to tell time can be challenging for children, so ALEX® has made it fun and easy! A comprehensive activity set, Ready, Set, Tell Time! includes a large colorful clock with moveable hands, matching cards, 12-piece puzzle, daily activity cards, double-sided flash cards and an easy learning guide.

Ready, Set, Tell Time!, for ages 4 and up, is part of the ALEX® Ready, Set collection of skill builders that enhance learning with targeted activity kits. Focusing on skills such as writing, cutting, pasting and folding, the series now includes ten products that prepare preschoolers for kindergarten.



Stevanne Auerbach, Ph.D., known as Dr. Toy, has been tracking trends in the toy business for more than 30 years. Dr. Toy's selection of 100 Best Children's Products of 2011 is a guide to help families and schools select the right products to enhance play and learning. The winning products meet Dr. Toy's high standards for design, durability, price, quality, safety and value. The 100 Best Children's Products are also grouped in categories of "smart" play including Socially Responsible toys.

### About ALEX®

From its beginnings in 1986 with the creation of a plastic lunch box filled with arts & crafts supplies, ALEX® has grown into the preeminent manufacturer of children's creative products having designed and produced over 1,000 items in expanded categories of toys: imaginative and dramatic play, fashion and jewelry, whimsical children's furniture, Rub A Dub® and, Tub Tunes®, bath toys, ALEX Little Hands® preschool products, and ALEX Jr. for baby.

ALEX® products are sold in over 80 countries in the upscale specialty market through a myriad of retail stores, catalogs and websites. Over 50 million products have been sold in the last 10 years. For more information on these outstanding toys, please visit [www.alextoys.com](http://www.alextoys.com) or [www.facebook.com/alextoys](http://www.facebook.com/alextoys).