



NEWS RELEASE

Contact Elin Friis Kabo
Director of Communications, ALEX®
(201) 244-3364
ekabo@alextoys.com

FIRST ALEX® APP, *MOODY MONSTER MANOR*, WINS THE NATIONAL PARENTING CENTER'S SEAL OF APPROVAL



[Northvale, NJ – September 1, 2011] – ALEX®, the premier brand of creative toys and children's lifestyle products, is proud to announce that its first app, **Moody Monster Manor**, has won **The National Parenting Center's Seal of Approval**. This free app, for ages 3 to 6 years, features four fun and exciting monster-themed games that provide hours of monstrous fun!

Moody Monster Manor is a whimsical place for children to learn about emotions through engaging and interactive games. Create your own monsters, win monster merit badges, and meet the 20 app-solutely adorable and playful monsters! Learn about matching, colors and animals, too. With over 13,000 downloads, *Moody Monster Manor*, is rated 4.5 out of 5 stars as ranked by users on iTunes.

The National Parenting Center's review of **Moody Monster Manor** explains, "This free app uses monsters to teach children about the various emotions that they experience, recognizing them, and recognizing them in others. The app uses bright, happy colors and grabs children's attention quickly."



Created in 1990, **The National Parenting Center's Seal of Approval** program identifies the finest products and services being marketed to the parent/child audience. Its product testing division, run by independent testers including parents, educators and panelist of The National Parenting Center, determines the products worthy of this special recognition.

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 or www.facebook.com/alextoys.