



The Eggs Are Back

Press Release
For Immediate Release

The Egg Hunt...

Montreal, February 18th, 2010 - This year, Bojeux will once again celebrate Easter by bringing back Ouaps eggs. These charming little toys talk, mimic animal noises, urge children to find them and—surprise!—open to reveal a farm animal character.

There are six different animals to discover: a cow, a chicken, a pig, a rabbit, a horse and a chick. Kids will know what kind of creature is hidden inside each egg from the sound it makes as it calls out to them. These cute little critters are available in blue, yellow, orange, pink, green and purple.

Ouaps eggs —guaranteed fun for kids and grown-ups!

Enjoy a fabulous Easter egg hunt:

- Find some good places to hide the eggs.
- Press the "on" button to activate the hidden characters.
- The eggs will make a sound every ten to 12 seconds.
- Give children ten minutes to find the fun little prizes.
- The kids will search for them, find them, open them...
- ... and discover the animal surprise inside!

(Parents can even hide sweet little treats or messages in these treasure eggs.)

Fun toy eggs:

- For ages two and up
- Retail price of \$7.99 per unit
- Available in English or French
 - In stores March 2010
- Available in specialty stores and other outlets



Bojeux is the exclusive Canadian distributor for Ouaps products from France (www.ouaps.com).

For more information, visit www.bojeux.com or call 1 800 463-6181.

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