



## **Think Wow Toys Serves up Classic Kids Food Brands with New EZ-2 Make Line**

*Licenses include Chuck E. Cheese's, Cold Stone Creamery, ICEE, Jolly Rancher, and Mrs. Fields*

**NEW YORK – June 2, 2009** – Think Wow Toys, a division of WowWee Toys USA, today announced the new EZ-2 Make!™ product line, a fun collection of kid-friendly kitchen creations that whip up tasty treats for the whole family in just minutes. Safe and easy-to-use, the EZ-2 Make! line will feature a stable of classic American brands kids love at a price parents can afford. With a clear recipe for success, the company has been awarded the rights to market the Chuck E. Cheese's® Pizza Maker play set, Cold Stone Creamery® Ice Cream Maker, ICEE® Slushy Maker, Jolly Rancher™ Gummy Maker, and Mrs. Fields® Cookie Maker play set in the U.S. Perfect for birthday and pizza parties, hands-on family activities, or rainy day fun, the EZ-2 Make! products cook up creativity without the clean-up:

### **Chuck E. Cheese's Pizza Maker play set – The perfect pizza party:**

- Makes delicious pizza using a conventional microwave oven
- Includes dough mixings, sauce mix, cheese, and a convenient storage station
- Cooks in 1 minute
- Recommended for kids ages 8 and up with adult supervision
- Available this summer for \$19.99; Ingredient refills purchased separately for \$7.99

### **Cold Stone Creamery Ice Cream Maker – Creamy coolness to beat any heat wave:**

- Makes ice cream in 3 flavors: strawberry, chocolate, and vanilla
- Includes measuring spoon, serving dishes, and mixing containers
- Requires only water, salt, and a bit of shaking
- Recommended for kids ages 4 and up with adult supervision
- Available this summer for \$9.99; Ingredient refills purchased separately for \$5.99

### **ICEE Slushy Maker – Refreshing summer snacks:**

- Makes slushies in 3 flavors: watermelon, orange, and cherry
- Includes ICEE slushy shaker and ingredients
- Ready in less than 5 minutes
- Recommended for kids ages 4 and up with adult supervision
- Available this summer for \$9.99; Ingredient refills purchased separately for \$5.99

**Jolly Rancher Gummy Maker – Lip-smacking fun:**

- Makes gummy pops in 3 Jolly Rancher flavors: watermelon, cherry, and orange
- Includes fun molds, unique pop sticks, and gummy pop ingredients
- Ready in 10 minutes
- Recommended for kids ages 6 and up with adult supervision
- Available this summer for \$14.99; Ingredient refills purchased separately for \$7.99

**Mrs. Fields Cookie Maker play set – Sweet treats without the mess:**

- Makes tasty cookies using a conventional microwave oven
- Includes cookie dough mixings, icings, chocolate chips, cookie cutters, and a convenient storage station
- Cooks in 1 minute
- Recommended for kids ages 8 and up with adult supervision
- Available this summer for \$19.99; Ingredient refills purchased separately for \$7.99

**About Think Wow Toys**

[Think Wow Toys](#) a division of [WowWee USA, Inc.](#), is based in New York City. Founded in 2006 by toy industry veteran, Scott Bachrach, and acquired by WowWee in 2008, Think Wow Toys works with the world's leading children's entertainment brands to create cutting edge, licensed products for boys and girls, ages 4-12.

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*Chuck E. Cheese's, a leader in the family, food and entertainment industry with over 500 locations worldwide, is a trademark of CEC Entertainment Concepts L.P. Cold Stone Creamery, the fastest-growing super-premium ice cream concept in the country, is a trademark of KahalaCorp. The 40-year old ICEE trademark is property of J&J Snack Foods Corp, which serves up 300 million ICEE beverages every year. The Jolly Rancher trademark and trade dress is property of The Hershey Company, the largest manufacturer in North America of chocolate and sugar confectionery products. The Mrs. Fields Brand Inc., the premier chain of cookies and baked goods with over 470 stores worldwide, is licensed by the Mrs. Fields Franchising LLC.*

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