

The Land of Nod

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ADD IMAGINATION. STIR. (BATTERIES NOT NECESSARY.)

Classic toys, games, kits and puzzles requiring only creativity and ingenuity
in The Land of Nod's 2006 Holiday Catalog

NORTHBROOK, Ill. (Oct. 16, 2006) – “Batteries Not Necessary” is the focus of The Land of Nod’s (www.landofnod.com) 2006 holiday offering, which features creative, high-quality toys, games and other activities that parents and gift givers can feel good about purchasing.

“Our focus for holiday 2006 is ‘batteries not necessary’ and with our eclectic collection of gifts, we hope to inspire children’s play and activities beyond the typical electronic stuff,” said Scott Eirinberg, co-founder of The Land of Nod, which is celebrating its 10th anniversary this year. “Our buyers literally travel the globe searching for children’s items that spark curiosity, engage the mind and jump-start creativity.”

For 2006, The Land of Nod is featuring a variety of toys and games, with prices ranging from \$24.95 to \$119, including:

- **I'm Not Bored Anymore Art Jar.** This jumbo, 11-inch tall plastic jar, which is chock full of funky art supplies like googly eyes, pompons, wavy craft scissors, spools, beads, and more, has all the makings of a great art project. Just add imagination! Exclusively Nod. \$24.95.
- **Wood Dog Puzzle and Wood Crocodile Puzzle.** Imported from France. 13 puzzle pieces beautifully illustrated. A great way to teach your child to recognize shapes and different animals. 17 x 11.75" \$24.95.
- **Train Kit and Space Rocket Kit.** Everything needed to assemble a wooden train or space rocket. \$24.95 each.

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The Land of Nod Holiday Giving 2006/Add One

- **The Best Kids' Music, Vol. 1 & 2.** The Land of Nod's exclusive compilation CDs contain an eclectic mix of the best children's music released in the past 50 years. Purchase either CD for \$14.98, or both for \$24.96. Inspired liner notes by The Land of Nod co-founder.
- **Fold and Go Foosball Table.** Take classic foosball fun anywhere with this sturdy, hardwood, completely self-contained portable game set. \$49.
- **Yellow Speedster, Silver Speedster and Fire Truck Ride.** Constructed of steel and sturdy enough for all the zooming your little one can dish out. Auto Speedsters available in Silver or Yellow \$69; Red Fire Engine Speedster \$79.
- **Puppet Theater.** Exclusively Nod, chalkboard base and header allows children to use the Puppet Theater for much more (store, lemonade stand). Assembly required. Ages 3 and up. 27.25 x 45" h \$69.
- **Schoolhouse Chalkboard.** Exclusively Nod. It's an easel and a magnet board. There's even a place to store art supplies. First paper roll included (18" x 75' rolled). Galvanized steel. Easily mounts to wall. 24 x 30" h, \$89.
- **Easel Does It.** Exclusively Nod. Free-standing, wooden art easel has a chalkboard on one side and white laminated board and paper roll on the other. Trays on each side allow for convenient storage of chalk, erasers and paint cups. Solid hardwood frame. First paper roll included. 18" x 75' rolled. \$119.
- **Teepee.** Exclusively Nod. Cotton canvas teepee for indoor use only. Assembly required 58" x 66" h. Ages 3 and up. \$119.

The Land of Nod sells high quality furniture, bedding, music, toys and accessories through www.landofnod.com, catalogs and retail stores in Chicago and Seattle. The privately owned company is based in Northbrook, Ill. For more information, visit www.landofnod.com, or call 847.656.4720.

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