

FOR IMMEDIATE RELEASE

TONNER SINGS THE PRAISES OF DREAMGIRLS WITH HIS NEW FASHION DOLL
COLLECTION

5 Golden Globe Nominations including Best Picture, Comedy or Musical, DREAMGIRLS is “driven by tremendously exciting musical performances” and “the release should sing loud and strong through awards season and beyond.” (David Rooney – Variety) – now Tonner Doll Company leaps onto the retail stage with it’s first ever DREAMGIRLS Fashion Doll Collection – complete with a Special Edition triple doll set sold exclusively at FAO Schwarz!

Hurley, NY (January 11, 2007) – Just in time for the release of one of the most talked about and highly anticipated films of the new year, Tonner’s DREAMGIRLS Doll Collection arrives in doll and toy specialty stores, inspiring doll collectors everywhere with the heart-tugging theme, *“all you have to do is dream.”*

“I was a big fan of the original Broadway musical. The music and the fashions were, and remain inspirational,” notes Robert Tonner, CEO and head designer of the award-winning Tonner Company. “Having the opportunity to design these dolls with the flavor of the 60’s and 70’s was certainly, well, a DREAM come true.”

The exclusive DREAMGIRLS Fashion Dolls are crafted of high quality vinyl and hard plastic, and have multiple articulated joints for unlimited posing possibilities. In keeping with the exceptional quality and fine craftsmanship of Tonner’s other popular product lines, DREAMGIRLS Fashion Dolls will feature hand-detailed face painting and authentic clothing.

“I wanted to do something a little different with this line, and give them not only a sense of style, but of play as well,” notes Tonner. So in keeping true to the story, the dolls will feature interchangeable wigs and separate outfits that follow their changing careers and invoke wig play amongst the dolls. In early 2007, the line will expand to include a three doll set of THE DREAMS, representing the trio as an independent group at the height of their career, and specially designed clothing inspired by the film’s costumes.

Each DREAMGIRLS Fashion Doll embodies the story's characters as opposed to any specific actor, and, like Tonner's 2003 CHICAGO Fashion Doll Collection, licensed from the award-winning film, the dolls use existing Tonner head sculpts without specifically portraying the individual actors' likenesses.

Licensed by Paramount Licensing, the DREAMGIRLS Fashion Doll Collection will be sold exclusively at specialty retailers around the country, including FAO Schwarz. Said Tonner, "The message is great, the music is fun, and the fashions are spectacular. We're very proud to be able to be a part of the DREAMGIRLS phenomenon."

Headquartered in Hurley, New York, the Tonner Doll Company, Inc. develops and markets high quality collectible dolls like Betsy McCall®, Mary Engelbreit®, Effanbee® Dolls, and the popular Tyler Wentworth® line of dolls and fashions, as well as other licensed characters, including THE WIZARD OF OZ dolls, and HARRY POTTER™ and DC STARS Super Hero Character Figures inspired by DC COMICS.

For more information, product samples, or interviews, please contact:
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