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***THE LAST MIMZY*, Spawns the 'It' Toy of the 2007 Holiday Season**

Hurley, New York, October 1, 2007 – *Mimzy™*, a toy bunny from the future, is at the center of a worldwide shopping frenzy. *Mimzy™*, manufactured by Tonner Doll Company, Inc. and based on New Line Cinema's science fiction feature film *The Last Mimzy* is creating quite a stir among parents and children alike. Based on the acclaimed sci-fi short story by Lewis Padgett, *The Last Mimzy* tells the story of two children who discover a mysterious box that contains some strange devices they think are toys.

Parents from all over the world are emailing and calling Tonnerdirect.com trying to get their hands on the elusive toy. "We've received more than 100 emails and phone calls in one day from frantic parents everywhere trying to get a *Mimzy™* for their eager children," Doris Kulick, a customer service representative for tonnerdirect.com, said. "A soldier serving in Afghanistan even called to have one sent home to his daughter," she added.

The highly coveted 'play line' *Mimzy™*, with a MSRP of \$24.95 has sold for more than \$150 on online auction sites such as eBay. "This is really a phenomenon for us," Robert Tonner, President and CEO of Tonner Doll Company, Inc. said. "We are a small company specializing in high-end collectibles, selling to specialty retail stores and FAO Schwarz," he explained. "We don't get this kind of mainstream attention. We can't make *Mimzy™* fast enough to satisfy the ever-growing demand," he admitted.

More *Mimzy™* rabbits are on the way according to Tonner. He even has a very special *Mimzy™* for the 2007 holiday season available exclusively at newlineshop.com. As to the particulars, Tonner said, "My lips are sealed. You will just have to wait and see."

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To learn more about the exclusive *Mimzy*[™], visit www.newlineshop.com and sign up to receive emails. For more information about Tonner's 'Play' *Mimzy*[™] or other unique Tonner collectibles, visit www.tonnerdirect.com and www.tonnerdoll.com.

About New Line Cinema Corporation:

Celebrating its 40th anniversary year, New Line Cinema is the most successful independent film company in the world. Its mission is to produce innovative, popular and profitable entertainment in the best creative environment. In addition to the production, marketing and distribution of theatrical motion pictures, the fully-integrated studio has divisions devoted to home entertainment, television, music, theater, merchandising and an international unit. In 2005, New Line partnered with HBO to form Picturehouse, a new theatrical distribution company to release independent films. A pioneer in franchise filmmaking, New Line's Oscar-winning *The Lord of the Rings* trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc. (TWX).

About Tonner Doll Company, Inc.

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.

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