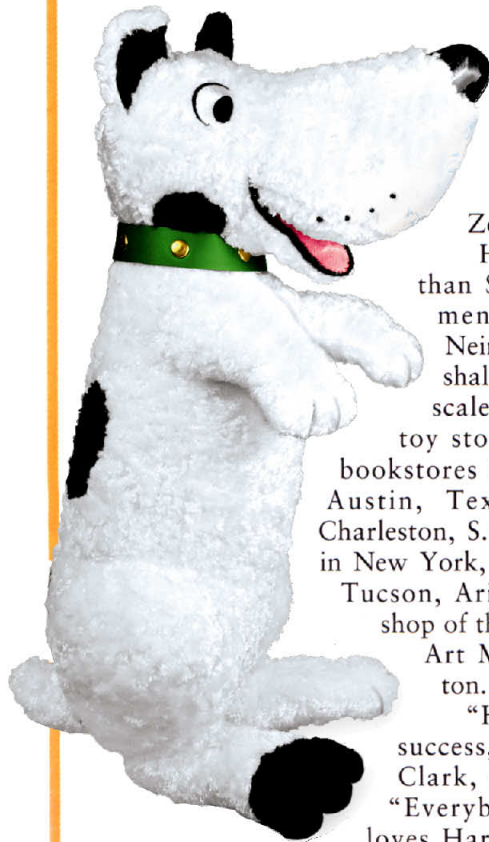


Yottoy producing 'Harry the Dirty Dog' plush toy line

Longmeadow, Mass. — Classic children's book star Harry the Dirty Dog, which debuted in 1956, has been licensed by toy design company Yottoy to produce a 10-inch plush toy of the dog.



Yottoy launched the toy late last year and it was named winner of the Best of Category Award for Book and Toy at the 2002-2003 Baby Zone Amazing Awards.

Harry retails for less than \$20 in better department stores, including Neiman Marcus and Marshall Fields, as well as upscale gift shops, specialty toy stores and independent bookstores including Cadeau in Austin, Texas, Ben Silver in Charleston, S.C., Books of Wonder in New York, Mrs. Tiggywinkles in Tucson, Ariz., and the museum shop of the American Visionary Art Museum in Washington.

"Harry was an instant success," said Kate Karcher Clark, president of Yottoy. "Everybody remembers and loves Harry from the original storybook, so we aren't surprised that our snuggly companion Harry Soft Toy has quickly become so popular."

Yottoy is currently considering producing other toys based on the book series. ✕

