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## FOR IMMEDIATE RELEASE

### Paint Your Own Cow Bank Earns a Place on Education.com's 2011 Holiday Gift Guide

Leading website for parents adds *Paint Your Own Cow Bank* to its "Nice" list for 2011 holiday shoppers.

Sumner, Washington (November 18, 2011) – Toysmith, the exclusive United States distributor for 4M Industrial Development Limited, announced today it has been included on Education.com's 2011 Holiday Gift Guide. Since 2008, Education.com has published its Gift Guide which includes products selected by the company's team of teachers, parents, curriculum specialists, members of its editorial staff, and kids. The company selects only the most fun, unique, high value and educational products to be included on the list – 15 products per grade.

In response to being included on the 2011 Education.com Gift Guide, Jeff Bunkowske, National Sales Manager of Toysmith said, "Toysmith shares the same passion as Education.com to provide learning tools to help kids reach their full potential in a fun way! Our team is thrilled to distribute a product line that has been recognized by such a credible source for parents and educators."



"Today more than ever, people want the biggest bang for their buck when they're shopping for the children in their lives," said Education.com Editor-in-Chief Danielle Wood. "Parents want products that support kids' development as well as their imaginations. Kids want products that are fun the first day they get them, and *stay* fun as they use them over time. The things on our gift guide encompass all of this – they inspire imagination and creativity, but they have learning value underneath all the fun. They have repeat play value and they're interesting enough to grow with the child as his or her abilities improve. To make it onto this list, our panel of experts *and* kids has to give the thumbs up. We look at thousands of products and choose just 15 amazing gifts for each grade."

2011 Gift Guide items are organized on Education.com by grade level. This year's list can be found at <http://www.education.com/gift-guide/>.

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#### About Education.com

With over five million visitors a month, Education.com is the growing web destination focused on education for parents. Education.com gives parents and educators the information they need to help their children reach their full potential and the ideas they want to make learning more fun. From kindergarten readiness through college prep, Education.com offers high quality content, educational activities, printables, and worksheets; engaging video content; a rich community experience; and a resource that provides qualitative and quantitative information about schools across the country. Education.com was founded in 2006 and is headquartered in Redwood City, CA. The company is backed by leading venture capital firms, Azure Capital Partners, TeleSoft Partners, and California Technology Ventures. For more information, please visit [www.education.com](http://www.education.com).





### About Toysmith

Since 1982, Toysmith has been providing the best in programs and customer service for specialty retailers, offering a growing family of award-winning specialty branded toys and gifts emphasizing fun for children of all ages. Its products are sold worldwide to specialty toy retailers, education markets, craft and hobby, museums, zoos, aquariums, national parks, attractions, theme parks, gift stores, specialty catalogs and internet retailers. For more information visit [www.toysmith.com](http://www.toysmith.com) or call 1-800-356-0474.

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