

For Immediate Release
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MAG-TAGZ™ CHANGES IT UP

Mag-tagz Rolls out Vibrant New Packaging that appeals to kids' desire to trade and collect.

Austin, TX (September 28, 2009) - "OMG, this new packaging is SO cute!" That's what tweens are saying about the intro of new starter kits, refill packs and limited edition collectible single packs by Mag-tagz. The mom-inventor of this fun line of interchangeable magnetic jewelry, Anita Worth, cites kids' ever-changing tastes as impetus for the change. "Mag-tagz is fun for girls because they can change their jewelry based on their outfit, mood or just because. Now that Mag-tagz offers a starter kit with a necklace and three charms (tagz) and a refill pack of three, girls can jump right in and start trading and collecting."

The new Mag-tagz packaging also creates a totally integrated marketing message that focuses on the on-line game "Tag, You're It," where players enter to win amazing prizes like a Nintendo Wii and the Mag-tagz Design Contest, from which Mag-tagz draws its inspiration for its limited edition collectibles. Creator Worth adds, "The limited edition collectibles are really special because each limited edition is created and designed by a child, and his or her name is engraved on the back. Now the customers will know which tagz are the special ones."

For retailers the new packaging is expected to increase sales through bold and energetic graphics while freeing up valuable display space.

Mag-tagz are a perfect gift for birthdays or special occasions. Here are some of the new options for starting, or growing, a collection:



Mag-tagz Starter Pack • \$16.99

The perfect beginning to any Mag-tagz collection. The starter kit comes with a soft, stretchy nylon necklace, in either a choker or longer necklace style, and three interchangeable tagz. The necklace base contains a recessed magnet and comes in a sunflower design. Starter Kits are grouped into fun themes like peace and happiness, gymnastics, and dance.

Mag-tagz Limited Edition Collectible Pack • \$4.99

All collectors will love the Limited Edition Collectible Packs. Contains a single tag created by a Mag-tagz Design Contest Winner. All limited editions are also available with bling.



Mag-tagz Ltd Edition Collectible Pack



Mag-tagz Refill Pack

Mag-tagz Refill Pack • \$9.99

Kick-start a Mag-tagz collection with the Refill Pack. The Pack contains three interchangeable tagz.

Mag-tagz items available for purchase online at www.mag-tagz.com and in specialty stores throughout the U.S. The new package launch will begin at the end of October 2009.

ABOUT MAG-TAGZ DESIGNS, LLC

Mag-tagz is a line of interchangeable magnetic jewelry created by Anita Worth and her family. The line serves as a fun way for girls to connect through trading, collecting and creating tagz. More information is available at www.mag-tagz.com.