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FOR IMMEDIATE RELEASE

Children Can Stay Organized at Summer Camp with Personalized Products ***Bag Tags, Clothing Labels Help Kids Keep Their Stuff While Away from Home***

Spring Lake, New Jersey (January 21, 2005) - Little campers will be happy when they arrive for summer session sporting an array of camp-friendly products from Stuck on You.

"Stick With Me" Wristbands - NEW!

Keeping track of children is easy with these fun wristbands that are made from clear, durable plastic and come personalised with your child's name. A phone number can be printed on the band or can be handwritten. A set of 12 wristbands - six in color and six clear - is great value at just \$14.95. Choose your own icon and select from three great colors - pink blue or green.

Clothing Tattoos - NEW!

The colourful and practical clothing tattoo is a permanent, iron-on transfer for clothing available exclusively from Stuck on You. Available in navy or pink, the tattoo is ironed on to clothing and adheres to the fabric similar to the way a logo is printed on a t-shirt. The set of 50 labels are great value at only \$18.50 and are ideal for keeping children's clothing identified for summer camp.

Vinyl Labels

Identifying camp essentials is easy with these peel-and-stick labels, ideal for flashlights, cameras, hairbrushes, sunscreen, sports gear - even flippers, floats and goggles. The big or small sized, personalized labels are waterproof and UV-resistant, and ensure that children's things stay with them all summer long. Choose from the original, clear or funky color packs - Each contains 50 customized labels and retails for \$18.50.

Bag Tags and Mini Tags

Children will always be able to find their luggage and back packs with the brightly colored plastic bag tags provided by Stuck on You. Mini tags are perfect for keys, pencil cases and zippers, too. 17 brilliant Bag Tag designs are offered in five groovy colors: red, blue, green, yellow and pink. They can be teamed with the Stuck on You range of customized vinyl labels to make identification even easier. Durable and made from recycled materials, they're a simple way to recognize bags at a glance. Each Bag Tag retails for \$3.50. Mini Tags are \$4.95 for a set of three.

Personalized Notepads

Children will enjoy writing from camp to tell their parents about their adventures on these personalized notebooks. They can choose from 16 brilliant and colorful designs, whether they're into fairies, rockets, surfing or butterflies. Each 30-page notepad comes with 30 envelope stickers. Each pack retails for \$15.50.

"Call Me Cards"

Bittersweet summer goodbyes will be easier when children are able to hand out their contact information on their own plastic "business card". These contact cards are the perfect way for children to keep in touch with newly made camp friends, and can be personalized with names or creative aliases, email addresses and phone numbers. Each pack contains 30 cards: 15 in color and 15 with a clear background. Each pack retails for \$14.95.

For more information about these items or other Stuck on You products, visit www.stuckonyou.biz or call 1-888-236-2800 for a free brochure.