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**MICHIGAN PARENTS CAN BREATHE SIGH OF
RELIEF AT ADOPTION OF NEW NATIONAL TOY
SAFETY STANDARDS AND MONITORING SYSTEM**

PRESIDENT BUSH SIGNS COMMON SENSE NEW TOY SAFETY LAW

Berkley, MI (August 18, 2008) New toy safety regulations will help Michigan parents stop worrying about whether the toys they buy are safe, says Jack Parish of The Doll Hospital & Toy Soldier Shop, Berkley's locally-owned neighborhood toy store. Last week President Bush signed into law a sweeping set of reliable new nation-wide toy safety standards designed to give shoppers the comfort of knowing that toys purchased anywhere in the United State are subject to rigorous safety requirements.

The new law puts teeth in the Consumer Products Safety Commission's (CPSC) oversight of toy safety, giving the CSPC more authority over recalls, more funding, and more staff to monitor toy design and materials. It also mandates implementation of a certification program for manufacturing facilities (wherever in the world they are located) and increased mandatory testing of products for lead content and some other chemicals. Perhaps best of all for parents and others who buy toys, the stringent national standards will help avoid a confusing, inconsistent patchwork of state-by-state regulations that do little to reassure parents about gifts or toys in school that may come from states with low standards.

“As a local small business, we are committed to knowing what our customers care about, and certainly their children's safety is at the very top of that list” says Parish, a member of the American Specialty Toy Retailing Association. The Doll Hospital, which is owned and operated by 3rd generation family members, specializes in high quality, developmentally appropriate toys that help children learn while playing and having fun.

“The great thing about the new law coming out of our nation's capitol,” continues Parish, “is that it takes a common sense, easy-to-understand approach: less lead, more testing, and better Consumer Products Safety Commission oversight. Simple. It aims to enforce the same high standards in all states, no matter where you buy the toy anywhere in the country. And that will go a long way in giving moms and dads and grandparents and other toy buyers what they need—toys *they can trust*.”

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About The Doll Hospital & Toy Soldier Shop

The Doll Hospital & Toy Soldier Shop is a 4th generation family toy and doll store that sells only the highest quality merchandise with emphasis on play value and provides personalized customer service to help buyers find the toy that best fits a child's interests and developmental level. For more information, visit The Doll Hospital's website at www.dollhospital.com.

We worked very hard this past year with all our government reps and hundreds of vendors to push far-reaching, strong national legislation. We are delighted that it allows consumer groups to push the envelope and introduce further issues for study by CPSC and the congress.

About the American Specialty Toy Retailing Association (ASTRA)

With more than 1000 members, the American Specialty Toy Retailing Association (ASTRA) is the largest association for companies in the toy and children's products arenas. ASTRA and its member companies promote the growth of the toy industry by delivering products that serve children's best interests. For more information, visit www.astratoy.org.