



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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HAVE A HALLOW-RIFIC GOOD TIME WITH THE 2004 HALLOWEEN SERIES

WOOSTER, OH – Faline, Cat's Meow creator, has designed three new spook-tacular Halloween pieces, which capture the spirit of the season. This series features glow-in-the-dark surprises and is designed to fit together with past Halloween series. A fun concept Cat's Meow enthusiasts are dying to get their claws into.

The three pieces include Bugaboo Acres Barn, Squall River Bridge, and a Halloween Scarecrow accessory. Each piece retails for around \$12.50 each. The accessory retails for around \$7.00 each. The complete set retails for around \$32.00. Sizes vary. Available at retailers beginning June 1, 2004. Scheduled to retire October 31, 2004.

About Cat's Meow

The Cat's Meow[®] Village has been building memories with its miniature, wooden, handcrafted buildings and accessories for over 20 years. Many pieces commemorate historic structures and points of interest. "Casper," the trademark black cat, signifies the authenticity of Village products and can be found on each piece, along with the signature of Faline Fry Jones, creator of The Cat's Meow[®] Village.

Village enthusiasts find gratification in purchasing pieces that not only add to the warmth of their décor, but also preserve a favorite destination or time. There are over 1,000 Cat's Meow retailers in 50 states nationwide and a Cat's Meow piece that touches everyone's life. Each piece is handcrafted in the United States.

For more information, please visit our web site at www.catsmeow.com, e-mail cmv@fjdesign.com, or call 1-888-353-3744.

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