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PlaythingsEXTRA

THE BUSINESS OF PLAY

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Good Morning,

Welcome to Playthings EXTRA, the weekly e-newsletter for toy industry professionals. Brought to you by the staff of Playthings magazine, Playthings EXTRA sends the latest news from the world of toys, hobbies and children's entertainment straight to your e-mail box every Wednesday morning.

In This Week's Issue:

1. [Learning Resources buys EI](#)
2. [MGA to purchase Little Tikes](#)
3. [Times Square rent soars in new Monopoly](#)
4. [Gearin up for T.M.X. Film](#)
5. [Hasbro teams with Disney Parks and Resorts](#)

Junior/Half Skyscraper
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The American International Fall Toy Show will be upon us next month and PLAYTHINGS wants to feature your show highlights -- or other early 2007 releases -- in our October issue, which will have distribution at the event.

To submit products for our Fall Toy Show coverage, please send product descriptions, including recommended ages and suggested retail prices (if available), as well as a high-resolution image(s) of at least 300 dpi to toyfairitems@reedbusiness.com.

The deadline for submissions is FRIDAY, **September 15**.

(Note: Playthings' October issue prints on Oct. 3; products embargoed until the show starts are not eligible for coverage unless you agree to lift the embargo.)

To schedule individual meetings for this year's show with Playthings' editors, please contact us directly (and soon, as our schedules are already filling rapidly).

Full Skyscraper
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1. Learning Resources buys EI

RANCHO DOMINGUEZ, Calif.—Educational Insights Inc. and Learning Resources Inc. plan to merge, with EI becoming a wholly owned subsidiary of Learning Resources upon completion of the deal. [more](#)

2. MGA to purchase Little Tikes

LOS ANGELES—MGA Entertainment has entered into an agreement to purchase The Little Tikes Co., marketer and manufacturer of children's toys, furniture and related items, from Newell Rubbermaid, effective by fourth quarter 2006. [more](#)

3. Times Square rent soars in new Monopoly

EAST LONGMEADOW, Mass.—Americans have elected New York's Times Square to occupy the highest rent property space (traditionally home to Boardwalk) on the game board of Parker Brothers' new Monopoly: Here & Now Edition. Boston's Fenway ballpark will be located next door, in the spot traditionally reserved for Park Place. [more](#)

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4. Gearin up for T.M.X. Film

120x240
Jr.
Sky

120x600
Full
Sky