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SOFT LIGHTING TAKES ON A WHOLE NEW MEANING WITH MOOSH-MOOSH PLUSH FLASHLIGHTS!

*Retailers Will Say WOW To Huggable Plush:
Squared & Round Pillow Friends, Plush Inflatable Seats,
Hooded Blankets, Palm-Size Plushy Skwishy and the Series 4 Reveal*

Simi Valley, CA (July 12, 2019) – *Fun you can feel* is trending big in 2019 and the highly tactile low-tech squishy plush is at the top of the list. What kid doesn't appreciate a soft hug from a cuddly buddy? Moosh-Moosh delivers in big (actually jumbo) and small ways with their 2019 Collection from accessories to pillows to hooded blankets.

A plush is plush unless it's a Moosh-Moosh and then it might be squared, round, inflatable, wearable or clip-on, oh my! Fun to pronounce, the crazy-popular Moosh-Moosh line is appealing to kids, teens, college co-eds and adults.

Each colorful character has expressive eyes and an endearing expression. Pick them up, give them a squish or a cuddle. Retailers and parents appreciate the wide price point (starting at \$2.99) and array of sizes to sit on, nap on, clip on, use as bed décor or stow away at Grandma's!

New among the 2019 Collection is a game changer – an **Inflatable Plush Seat** (\$24.99). Large and Clip-On collectors eagerly await the next reveal as Series 1, 2, & 3 Collection **Large Moosh-Moosh Plushies** (\$14.99) and **Series 1, 2, 3 Clip-Ons** (\$4.99) were best-sellers. **Series 4 Plush** personalities will arrive this summer.



When it comes to birthday party presents a good report card reward, a bank or flashlight might get a wrinkled brow response. But Moosh-Moosh puts the WOW in accessories and presents the Moosh-Moosh flashlight that gives soft lighting a whole new meaning. It's also the **ONLY** plush flashlight on the market. A **Moosh-Moosh Bank** (\$9.99) is a cute character with a purpose. Show kids how to save their spare coins for a rainy day purchase or to donate to a good cause. That's a win-win.

You can now wear your Moosh-Moosh at night or on snow days. The Bed-Klothes line offers six ahhh-dorable **Hooded Blankets** (\$19.99) to mix or match with Moosh-Moosh Slipperz.

This year it's hip to be square! Moosh-Moosh introduces youngsters to cubes. Not the ice tray type but the soft cuddly ones! **Squared² Pattern Plushies** (\$14.99) are coming in nine personalities from *Cow* and *Dragon* to *Bat* and *Corgi*.

Listed by price, below, are the newest Moosh-Moosh accessories kids can't wait to touch:



New! Moosh-Moosh Mini Clipz • \$2.99

These 3” long personalities are ready to go. Attach to a backpack, a coat zipper or along a stroller. Pick up one for everyone in the house or collect all 12. Imagine the surprise when the Tooth Fairy tucks one under the pillow. Toothless smiles all around!

New! Moosh-Moosh Skiwshys • \$4.99

These cuties were made for touching. The soft slow rising characters appeal to the hand and the eye! At this price point, try to collect all 12 before they sell out. Give them a gentle squish

then watch them slowly rise back up again.



New! Moosh-Moosh Plushy Skwishys • \$5.99

Designed with the softest fabric, these cuddle buddies fit in a child’s hand. The 2019 Series 1 collection is available in a dozen different characters. Skiwshys measure 3” x 3”.

Give ‘em a pet and/or a squish!



New! Moosh-Moosh Round Pillows • \$9.99 (Flyer reads Soft Pillows)

Kids spotting these in the toy aisle will find it impossible not to reach out and “pet” these incredibly soft pillows. Say hello to *Llama*, *Shark*, *Strawberry* and *Caticorn*, one-third of the dozen puffy pals with the big eyes.

New! Moosh-Moosh Banks • \$9.99

More than your average piggy bank, these clever characters make a noise as coins are dropped

into the slot. Kids will never tire from plunking down two quarters into the slot! Banks can hold up to \$100 in coins.



New! Moosh-Moosh Flashlights • \$14.99

This has to be the cutest night-light that kids can cuddle! These plush, huggable flashlights are ideal for sleepovers, story time and wonderfully comforting for those afraid of the dark. This might become the “it” toy for ASTRA 2019! Available in six soft fabric styles.

New! Moosh-Moosh Squared² Pattern Plushies • \$14.99

These 10” x 10” x 10” cubed characters offer a whole lot to hug. Choose from nine styles that might be hard to pick including *Shark*, *Zebra*, *Cow* and *Corgi*. Moosh-Moosh features little details like the daisy tucked behind *Cat*’s ear and *Bumblebee*’s antennae.





New! Inflatable Plush Seat • \$24.99

Soft yet sturdy, these plush seats are perfect as a footrest or a spot to lounge in front of the TV. Each seat is machine washable (!) due to its removable fabric cover with a child-safe zipper. Choose five precious personalities – *Lady Bug, Shark, Strawberry Bear, Deer* and *Bee*.

New! Moosh-Moosh Jumbo Round Pillows • \$19.99

Talk about an arm full! Kids will need to stretch to wrap around these soft plush pillows that are Jumbo with a capital J. Each round pillow is made of super soft fabric that's filled just right for squishing, cuddling and hugging. Choose from six sweet characters with endearing faces.

New! Hooded Blankets • \$19.99

It's a hood, a blanket and a pillow in one. Keep toasty indoors after bath time or at bedtime with one of six styles. Each folds into a soft pillow. Perfect for packing en route to a sleepover or the grandparents' house. Part of the Bed-Klothes Collection, consider mixing or matching with a pair of Moosh-Moosh Slipperz.



New! Jumbo Moosh • \$39.99

There's large and then there's Jumbo. Moosh-Moosh does not disappoint with 2-foot long *Dragon, Unicorn, Sprinkles the Cat* and *Shark*. Each makes a great head rest for reading or playing a digital game.

As fourth quarter rolls around, so does gift and impulse buys. It starts with Halloween and goes all the way to December 25. Moosh-Moosh has the perfect themed plush for everyone on the list with **Halloween Series Large Moosh-Moosh Plushies** and **Christmas Series Large Moosh-Moosh Plushies**, both \$14.99. Add some sparkle to the celebration with **Sequin Collection Large Moosh-Moosh Plushies** (\$14.99)

With Moosh-Moosh, it's love at first squeeze! Follow them on social media channels Facebook, Pinterest, Instagram and YouTube. Click on their website at <https://moosh-moosh.com>.

ABOUT MMG BRANDS

MMG Brands, headquartered in Los Angeles, CA, creates the trend! In business for over 30 years, this dynamic sales and marketing manufacturer monitors and assesses retail product trends and uses this information to create desirable and fast-moving consumer merchandise. This is accomplished via an expert in-house design and marketing team, combined with over three decades of manufacturing, importing and logistics experience.