



Press Release

July 1, 2008 -- Lyons Tales, Inc. is pleased to announce that Flip n Flop Adventures™ has received a 2008 Preferred Choice Award (Kid's Gear category) from the Creative Child Magazine's Toy Awards Program. The Creative Child Awards panel is comprised of over 50 moms and early childhood educators and is sponsored by Creative Child Magazine.

Jennifer Schreck, Co-President of Lyons Tales, Inc., said "We are very excited to receive the Preferred Choice Award for our Flip n Flop Adventures. Teaching children empathy in an engaging and innovative way through our product has always been our goal and being recognized by the Creative Child Awards panel is an honor." Lyons Tales, Inc. is a Chicago-based company started by sisters Jennifer Schreck and Jeanne Drogosz. As mothers and businesswomen they created Flip N Flop Adventures as a fun and engaging way to teach today's children -- tomorrow's adults -- empathy, compassion and that there are always two sides to every story.