



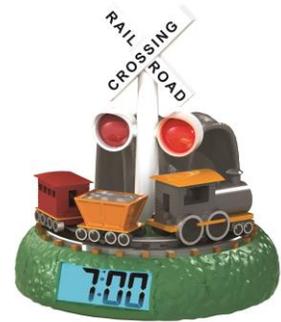
Tic-Toc! PlayMonster™ Makes Mornings Fun with Sleepyhead™ Animated Alarm Clocks

Take Time During Toy Fair to See Gradual Wake System

February 18, 2017 — BELOIT, Wis. - [PlayMonster LLC's Sleepyhead™](#) Animated Alarm Clocks light up mornings with gradual sounds and action of the 3-Sound Wake System!

Sleepyhead Animated Alarm Clocks feature bright colors, motions, lights, sounds and music. The battery-operated clocks feature an LCD clock display with an auto shut off, and are available in two fun themes: train and carousel.

Dreamland Crossing™ begins the wakeup process with gentle train sounds, which leads to louder chug-chug-chugging, and then the action starts. The train moves along the circular track, and the lights of the signal flash. It's a great way to wake up! Plus, if you want to see the train in action, press the button at any time!



Carousel Medley™ starts off in the morning with playful animal sounds, then a fun carousel medley, and finally the carousel twirls and the animals move up and down. It's a magical way to wake up, starting the day off on a positive note! Additionally, with a press of the button, you can hear the medley and see the action anytime.

The line will be on display during North American International Toy Fair in New York, February 18–21, 2017 at booth #435.

Arriving at retail in early 2017, *Sleepyhead* Animated Alarm Clocks are priced at \$14.99.

About PlayMonster LLC

Beloit, WI-based PlayMonster is a toy and game company that believes in the power of play to make a positive difference in people's lives. Delivering great play value by designing, manufacturing and marketing quality products like the award-winning The Game of THINGS...®, 5 Second Rule®, Mirari®, Stinky Pig™, Yeti in my Spaghetti®, Farkle, Chrono Bomb®, OK to Wake!®, Lauri®, Stratego®, Roominate™, My Fairy Garden™ and Woolly Willy® is how PlayMonster helps keep play alive for all ages.

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