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NEAT-OH! KNOWS EVERY LITTLE GIRL IS A PRINCESS, EVERYDAY – NO CROWN REQUIRED™!

*Looking For Simple, Stylish And Portable Princess Play? Discover Newest
Everyday Princess® Doll Julia At \$12.99 Plus Entire Collectible Line*

Northfield, IL (August 2, 2016) – Once upon a time a little girl dreamed of becoming a princess... Thanks to toy company Neat-Oh!, every girl can be a princess every day... even on a commoner's budget. This summer, the adorable Everyday Princess® line doll friends Emma, Sophie and Haley welcome a new neighbor -- artistic Julia who arrives with a painter's palette!

With their thick hair and posh accessories – including **Lucky the Pony (\$9.99)** – these 4.5” dolls make perfect birthday party presents. The entire collection inspires storytelling and imaginative play. Young girls quickly discover that it's not about the outside but what's inside that counts! That's what being an everyday princess is all about!

New this month is Everyday Princess **Julia – The Artist Doll & Accessories (\$12.99)** kit. This pretty **Latina** brunette boasts an artsy vibe. She arrives with an artist easel, apron, painter's palette and stickers.

Coming in November is sweet Bianca. Pick up **Everyday Princess Bianca Doll Outdoor Activity Set (\$17.99)** and say hello to Charlie the dog. Inside this sweet set is a dog bowl, Charlie, Bianca, purse, reading glasses, soccer ball, scooter and sea saw.

Everyday Princesses love their pets and this collection offers pups **Buddy & Dottie (\$9.99)** as an affordable playset. In addition to four-legged friends, accessories are a must for the active princess-y life. Since all pieces are diminutive, thus portable, everyday princesses need the perfect purse. Kudos to Neat-Oh! for offering the **Haley Ballerina Doll & Purse (\$14.99)** that's roomy enough for 4 dolls! The long straps allow girls to wear their bag crossbody, just like Mom!



How awesome are these princess playthings? Perhaps the best descriptions come from anecdotes of moms and grandmoms who wrote in about the best selling Dollhouse Backpack! From Amazon, one amusing story lasted until bedtime!

“Our 5 year-old granddaughter asked if she could carry this backpack to dinner tonight and was told yes, as long as she just left it in the seat next to her. She was so happy to be able to continue to hold on to it. She has been carrying it all day. I wondered what the attraction is because she has had lots of backpacks. She said this is the little girl's house. Not to make too fine a point of it but she HAS a dollhouse. She has dolls. She has Barbies. She has Princesses. Wherever we have gone, she has stopped to play with the dollhouse. Tonight when I put her to bed, she insisted on wearing it to bed. She doesn't want the little girl to be lonely. I am going to have to go up there in a few minutes to try to pry it off her.”

Other online reviews chime in with tales from a very happy household:

“My daughter grabbed this and ran away with it before I could even take it out of the package. Very nice little dollhouse backpack.”

Collect All ZipBin® Toy Boxes!

The ZipBin® brand name was coined by Neat-Oh! to keep everything (and every floor) neat and tidy. The pint-size dolls and their pets are ideal for on-the-go play with an array of fairytale themed ZipBin® storage.

ZipBin® Everyday Princess® 40-Doll Dollhouse Backpack w/ 1 Doll • Ages 3+ • \$22.99

This best-selling pack unzips into a two-story, castle-themed dollhouse, complete with a slide and swimming pool. It's take-anywhere, all-in-one play. When playtime is over, the castle zips back into an easily transportable backpack, with all the dolls and accessories stored safely inside. One lucky princess comes with this lightweight backpack with adjustable straps.



ZipBin® Everyday Princess® 50-Doll Mini Mansion w/ 1 Doll • Ages 3+ • \$14.99

Mini Mansion Playset is indeed fit for a princess! When the carry-case is unzipped, it becomes a beautiful Playmat with a lovely interior! Imaginary play is fun with the Everyday Princess Doll included in the playset. When play is done, zip up the sides, tuck your Everyday Princess Doll and your other toys inside for easy clean up! Weighing only half a pound, this mini size is perfect for travel, too! Includes one princess doll. Easy to clean – wipe with a damp cloth.

ZipBin® Everyday Princess® 40-Pony Play set w/ 1 pony • Ages 3+ • \$16.99

This adorable 40 Pony Playset is the perfect setting for the Princess to show off her ponies. Decorated with friendly animals, the royal stable unzips to an enjoyable Playmat. Bring your favorite dolls and ponies with you everywhere and they'll always feel at home. Weighs less than one pound, it's the perfect size for art and craft supplies and lunches too.



ZipBin® Everyday Princess® 40-Pony Rainbow Park w/ 1 pony • Ages 3+ • \$14.99

When unzipped, the Playmat has fabulous flowers, a beautiful bridge, a gorgeous garden, picnic and pond and are the perfect places for your fantasy ponies and accessories. When play is done, this ZipBin Park becomes a toy carry-case in a zip, capturing the toys inside for easy clean up! Weighing only half a pound, this mini playset includes one pony and is the perfect size for travel.



Everyday Princess® 4 Doll Princess Purse w/1 Doll •

Ages 3+ • \$14.99

A princess needs a purse to carry around her everyday must-haves -- like the Haley Ballerina Doll. Haley measures a petite 4.5" tall and fits neatly in this stylish purse. It's roomy enough to tote a total of 4 doll princesses! Little girls will love wearing their purse around the house or on the town for a special occasion. It's colorful, durable and features sturdy, heavy-duty zippers. Unzip the purse completely and be enchanted with a ballet studio where all the little princess dolls can play! When done, girls can transform the studio back into the doll purse and take it on the go.



Princesses and Their Pets

Pick one or collect them all at these allowance-friendly price tags. Savvy moms may want to buy now and tuck away as a stocking stuffer! Each of these little princesses have moving heads, arms and legs plus sport lush hair that's meant to be brushed and touched.



Everyday Princess® Julia Doll & Accessories *NEW!*

• Ages 3+ • \$12.99

Smartly dressed Julia comes in a teal top and poufy skirt tied together by a pretty scarf worn around her neck. An artistic adventure awaits with accessories that include an easel, stickers, paint palette and of course, an apron.



Everyday Princess® Emma Doll & Bean Bag Chair

• Ages 3+ • \$12.99

Emma was born for the summer! With a cute teal t-shirt, lavender shorts, and pink sneakers, children love to tote Emma along on all their daily adventures. Her yellow bathing suit is ready for sunshine. Position her sunglasses and snorkeling gear and she's set for a big splash of pretend play fun!



Everyday Princess® Sophie Doll & Bean Bag Chair

• Ages 3+ • \$12.99

Dressed in playful teal pants and a pink knit t-shirt, Sophie is ready for springtime play. Girls find delight in brushing her long auburn hair, changing her clothes (jean-skirt and tank top included), telling stories, and resting Sophie onto her soft bean bag chair.



Everyday Princess® Haley Doll & Bean Bag Chair

• Ages 3+ • \$12.99

Dressed in a sweet maroon t-shirt and tan knit pants with cowgirl boots, there's no mistake - Haley is a princess. Change her outfit, brush her hair, tell stories, and just have fun living life! Her pretty floral dress is a springtime favorite while her smooth, blonde-white hair is a pure delight to style.



Everyday Princess® Buddy & Dottie and Bean Bag Bed

• Ages 3+ • \$9.99

Add a boost of puppy dog fun with a walk as your princess holds tightly to the leash. Play fetch with the bone. And at the end of the day, snuggle or rest on the big bean bag bed. The cute Buddy puppy always has his best friend Dottie by his side. A great addition to other Everyday Princess sets, or just fun all on their own, the Buddy and Dottie Bean Bag Bed set inspires stories and giggles for little princesses.



Everyday Princess® Lucky the Pony & Accessories

• Ages 3+ • \$9.99

With her flowing mane and tail of vibrant purple, plus beautiful fur of radiant white, it's easy to see this pony is fit for only the greatest of royalty: you! Keep Lucky cozy and pampered in cold weather with the polka-dot horse cover. Make sure she's always fed and hydrated with the bright red apple and the water bucket. She's beautiful, playful, and durable for all of your princess adventures.

Safety is always a big concern for parents and grandparents when choosing a toy. Neat-Oh spells out their strict procedures on their website, www.Neat-Oh.com. "Like every Neat-Oh! Product, the Emma Doll & Backpack is manufactured to the highest quality and safety standards. The company's comprehensive product testing program exceeds industry requirements. It tests for 19 heavy metals, not the mandated 8, it hand sews products, and it uses self-repairing zippers and food-grade inks."

Look for Everyday Princess and all Neat-Oh! products across social media including Facebook, Twitter, Pinterest and YouTube. Shop online at www.Neat-Oh.com and at a variety of neighborhood specialty shops.

ABOUT NEAT-OH! INTERNATIONAL

Neat-Oh!--making playtime even more special--is a company born from creativity, innovation and true care for children and parents. They have been for over 10 years, offering a large range of products such as Dinosaur™ Toys and Storage, Every Day Princess™ dolls, Magnutto™ junior Activity Sets, Splushy™ Friends for the Pool, ZipBin® Toy Storage and Barbie™, Hot Wheels™, Thomas & Friends™ and StarWars™ licensed products as well.

With over 90 awards and endorsements from parents across the globe, Neat-Oh!® products are recognized for superior quality, workmanship and materials. Their 100% satisfaction guarantee and world-class safety testing programs make it easy for discerning parents who want only the best and safest products in their home. For more information, visit www.Neat-Oh.com.