



Dot da da dah!
Local Dot Com Entrepreneur Launches Dot's Toys.

Mequon, Wis., October 28, 2003 -- An Internet site that focuses on classic and traditional, award-winning toys has just been launched. The business, named Dot's Toys Dot Com (www.dotstoys.com), will provide parents and other discriminating toy buyers with a convenient source for age-appropriate playthings for children ranging from newborns to preteens.

"Dot's Toys is a playful reference to the dot com nature of our Internet site," said Robin Lehnert, founder and president of Dot's Toys, "But our business is also a serious attempt to provide customers with an important resource for toys that have been recognized for genuine play value.

"These are toys that first, help children have fun," said Lehnert, "And second, help children really connect to the simple process of imaginative, truly engaging play."

Because Dot's Toys is designed to provide toy buyers with the information they need to make a truly informed toy selection, customers will find links to information they need to help them choose toys most appropriate for a child's age and development.

After reviewing www.dotstoys.com, Marianne Szymanski, President of Toy Tips, Inc., an internationally renowned toy testing group, commented, "You can tell that the products in the collection were reviewed and hand selected to include developmental skill-building toys. This site is for the toy buyer who wants good toys, not just the new hot sellers."

In her capacity as the former public relations and promotions manager at BRIO Corporation, makers of the world-famous BRIO Wooden Railway, Lehnert had the opportunity to evaluate toys from around the world. As a result, she personally selects each of the products available at Dot's Toys. The site currently includes exclusive toys sold primarily through specialty toy shops. The brands include BRIO®, Kathy Kruse®, Made by Hands™, Erector®, eeBoo™, Lizzybee™ Harrisville Designs™ and Swingset Press™. And according to Ms. Lehnert, "We're all about providing a selection of toys that appeals to the discriminating toy buyer based on the toy's quality, design and sense of fun."

Company Background

Dot's Toys is part of the Lehnert Group, Inc., a corporation established in June, 2003. The Company operates an online store at www.dotstoys.com offering unique, high-quality products delivered with personalized customer service. The owners, John and Robin Lehnert have over 20 years combined of marketing experience.

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