

## "FOR IMMEDIATE RELEASE"

### **RoyaltyPros Licensing facilitates advance in life like technology for baby dolls**



**January 10, 2007 New York, NY** – “Baby So Real” is a life like baby doll with the feel and look of a real baby! As the Agent for a recently created breakthrough in doll technology Howard Fleischer of RoyaltyPros Licensing is pleased to announce bringing together inventors Ruth Golden-Morace (the President of KidzArt Inc.), and Stephanie Janis with itoys Inc. of Toronto, Canada, in a worldwide licensing agreement that will allow the innovative new technology to be introduced by itoys into a new line of baby doll products. “With “Baby So Real”, our goal was to develop the most realistic baby doll possible,” said itoys Chairman and CEO George Irwin. “We’ve made her look and feel like a real baby, so ‘little moms’ get a more realistic and enjoyable play experience. With “Baby So Real”, we’re bringing little girls back to a traditional play pattern of love and nurturing.” Howard Fleischer anticipates the line will be a blockbuster hit due to it’s low cost, “It is very exciting to be a part of an entirely new generation of dolls that are above and beyond anything previously seen in the industry”.

Howard Jay Fleischer, President and Founder of RoyaltyPros, is an accomplished licensing agent, entrepreneur and product designer. Over the last 20 years Howard has participated in negotiating licensing deals with such notable companies as; Fisher-Price, Haba, Hasbro, Kellogg's, Mattel, Microsoft, Ravensburger, Roy Rogers Family Entertainment, Sega, Spin Master, Thinkfun, Vivid Imagination and Wild Planet, among others. The company headquarters are in New York City, more information is available at [www.royaltypros.com](http://www.royaltypros.com).

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