

## Fact Sheet

### What is StinkyKids®?

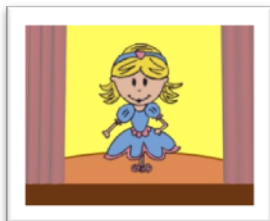
Created by a mom, **StinkyKids®** is a brand built around a community of 10 diverse characters; little stinkers sharing a philosophy of making right choices and spreading their motto 'Always Be A Leader Of Good'.

### Meet the StinkyKids®

Inspired by real people, each lovable **StinkyKids** character is a 'Leader of Good' (LOG) of a life lesson. Each **StinkyKids** character has his/her own distinct and unique personality bringing a creative world of pretend to kids.

**StinkyKids** are kids who enjoy the innocence of childhood, just being a kid. They may get into a little innocent mischief and are not perfect. But at the end of the day, **StinkyKids** are kids we are proud of, who have big hearts and strive to be Leaders Of Good.

### Cast of characters



**LOG -Teaching healthy mind & body**

she wants to be a mommy who sings & dances in Broadway shows when she grows up.

**StinkyKid Jen** - Our princess of the **StinkyKids**, she loves ballet and her BFF **StinkyKid Britt**. Adopted as a baby, Jen enjoys dancing to all types of music. One of her favorite foods is strawberries and



**LOG-Putting others first & sharing**

video games when he grows up.

**StinkyKid Britt** - with her beautiful red hair (new in 2009), this future writer can blow bubble gum bubbles bigger than a baseball. She enjoys writing to her pen pal **StinkyKid Skye** and her favorite treat is ice cream.



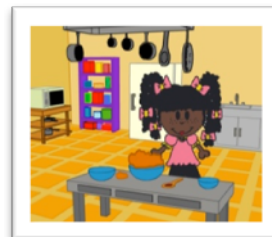
**LOG-Helping friends & family 'work it out'**



**LOG-Champion of fun**

Red and his special talent is making funny noises with his hands and underarms.

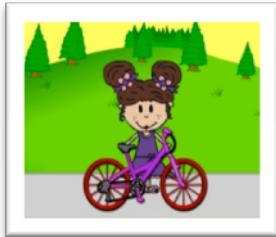
**StinkyKid Johnny** - As our neighborhood champion of fun, he can make his friends belly laugh from a simple funny face. His favorite color is Clown Nose



**LOG-Keeping in touch w/friends & family**

**StinkyKid Skye** - A childhood pastime, collecting stickers is her favorite hobby. She can draw the best mermaids in her class and always wants ham and cheese sandwiches for lunch.

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**LOG-Creating unity with others & friendships**

favorite 'growing food' is green beans with ketchup.

**StinkyKid Julie** - As our new kid on the block in the sunny town of Morningside, she loves to ride bikes with her neighbor **StinkyKid Max**. She wants to be a stuffed animal creator when she grows up and her

**StinkyKid Trey** - The golfer of the bunch and master of building cool objects out of clay, he enjoys taking pictures of the places he visits. His big sister **StinkyKid Hannah** is very proud

of his efforts to save the environment and steals a French fry or two from her little stinker of a brother.



**LOG-Saving the environment**



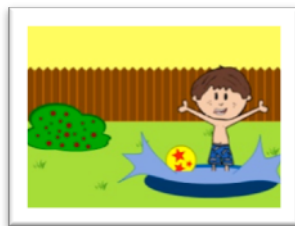
**LOG-Compassion for animals**

some day and will serve doggie doughnuts to her furry clients. (Doughnuts are her favorite treat!)

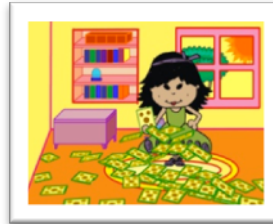
**StinkyKid Joey** - While her doggie Clyde relaxes in the sun, StinkyKid Joey practices hula hooping while wiggling her ears in her

backyard. She wants to own an adopt-a-pet shop

**StinkyKid Max** - named after the creator's son **StinkyKid Max** is the lead character in the **StinkyKids** adventures, He can do ten chin ups on his chin up bar in less than one minute and he loves to play soccer with his best pal **StinkyKid Johnny**.



**LOG-Volunteering his services**



**LOG-Teaching right from wrong; to be a 'Leader Of Good'**

**StinkyKid Hannah** - As a future wedding dress designer (inspired by creator's daughter's talent) **StinkyKid Hannah** loves to build a house of cards. She creates wonderful puppet shows and serves Granny Smith apples as a snack.

### Why choose StinkyKids?

..because there is a little stinker in all of us!! Kids love the whimsical and colorful characters; parents love the simple yet powerful message. A timeless brand with world wide appeal and endless opportunities. Kids can model themselves after these 10 diverse little stinkers and can identify with their 'real kid' charms. **And most important, 10% of every sale is donated towards the fight against cancer!!!**

### Brand Awareness

**StinkyKids** has been featured on The Today Show, The Big Idea, Good Morning America Weekend, ABCNews, and FoxNews as well as many other regional and local programs, newspapers, magazines and websites.

**StinkyKids** received an Honorary Mention award as Top 100 Most Innovative Companies 2008 and was featured in a NY Times Best Selling book and soon to be included in the new 2009 Chicken Soup for the Souls book 'Power Moms'.



little stinkers who make right choices

'Always Be A Leader Of Good'<sup>™</sup>

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### StinkyKids - More than just a purchase

StinkyKids branded apparel, merchandise and paintings are much more than just a purchase, it is an experience!

All StinkyKids products feature a matching trading card so that kids can meet their favorite character and a bookmark showing all of the characters for collectability. But the best part..

At [www.stinkykids.com](http://www.stinkykids.com), kids can come and play with all of the StinkyKids characters.

- Meet each character
- Write to their favorite character
- Send in art work to display online
- Play hide-n-seek with the StinkyKids
- Watch a preview for the StinkyKids animated series
- Print coloring pages and StinkyKids dollars to use during playtime

### StinkyKids product features

StinkyKids is a premium brand made from high quality materials and 10% of every sale is donated towards the fight against cancer.

Currently, all StinkyKids Brand apparel is 100% cotton and made in the USA. All products have a 'take away' and feature the popular StinkyKids logo and motto "Always Be A Leader Of Good".



### Available StinkyKids products

#### StinkyKids signature tees

- Short&long sleeve
- Infant to adult sizes

#### StinkyKids Hoodies

- Toddler to tween

#### StinkyKids Hats

- One size fits all

#### StinkyKids girl's dresses

- infant to 6x

#### StinkyKids plush dolls

#### StinkyKids stickers, buttons, pens, journals

#### StinkyKids custom paintings

### Where do I purchase StinkyKids?

#### Consumers:

StinkyKids Brand signature tees and paintings are available on line at [www.stinkykids.com](http://www.stinkykids.com). Other apparel and merchandise will be added to our online store during 2009.

StinkyKids is also available at boutiques and other retail stores. See [www.stinkykids.com](http://www.stinkykids.com) for a complete list.

#### Retailers:

If you are a retailer and want to feature StinkyKids Brand products, please contact:

Jaye Gunnuso, Director of Sales, at [jaye@stinkykids.com](mailto:jaye@stinkykids.com) or 404.437.6527

Britt Menzies, creator of StinkyKids at [britt@stinkykids.com](mailto:britt@stinkykids.com) or 404.259.8911