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TODAY'S KIDS "GET REAL" WITH GET REAL GEAR FROM AEROMAX

QUALITY-MADE DRESSUP AND COSTUMES THAT BUILD SELF ESTEEM AND INSPIRE IMAGINATIVE PLAY

*"Get Real Gear" Introduces New Line That Inspires Little Ones
To Become Big Ones*

Lake Barrington, IL (March 19, 2007) – If your future firefighter, junior astronaut or little physician likes to create authentic-looking costume designs from your personal wardrobe or raids your kitchen pantry for props to take on his backyard space mission, then you'll be delighted (and relieved) to know that *Aeromax's Get Real Gear* costumes will make your child perfectly outfitted to look like the real McCoy.

Aeromax's Get Real Gear high-quality dress-up clothing for children features high quality fabric and strong stitching to support serious playtime wear and tear, as well as mom's tough laundry regimen. Best of all, the costumes come in a variety of sizes and must-have designs from horse jockeys to doctors that have youngsters looking like they're riding in the Preakness or prepping for the ER. And you can bet these little physicians are a whole lot cuter than Dr. McDreamy.



These costumes' durability are only matched by their ability to stimulate your child's imagination, whether if it's for dress-up or just playing inside a cardboard box. *Aeromax's Get Real Gear* focuses on more aspirational costumes that allow children to pretend they're chefs, firemen, nurses, police officers or astronauts. There's no limit to the worlds they can explore by wearing *Aeromax's Get Real Gear* designed to model careers of grownups that they admire and trust.

Aeromax strives for authenticity in their award-winning designs. *Aeromax* recently won national honors for its children's costumes including Family Fun's Toy of the Year 2005 and the Oppenheim Toy Portfolio's Platinum Award and Nick Jr. Top 50 Toys, and more.

Zippered pockets, clips, buckles, embroidered hats; official-looking patches, elastic waistbands and a wide selection of sizes and colors make *Aeromax's Get Real Gear* dress-up line a smart choice. More importantly, they're a wise investment in youngsters' self esteem by introducing them to the wonders of imagination and the possibilities that each child can explore.

Here are some of the hot new Get Real Gear styles for 2007:

Jr. Physician - \$49.95



We have the right diagnosis with the perfect physician's costume for your little one. Comes complete with a white lab coat with pockets and an embroidered medical seal. And what doctor would be ready for surgery without their surgical cap, mask, shirt, pants and matching shoe covers? No worries. The Jr. Physician has got that covered. There's even a real working stethoscope for making rounds daily. The outfit is available in blue, green and pink.

Jr. Champion Racing Suit - \$49.95

You'll be waving the checkered flag for your little racer when he or she crosses the finish line in this detailed racing costume. They will look like a pro in this one completely detailed like a real racecar driver's uniform with custom embroidery and logos. The embroidered neckline, shoulder and ankle straps give the playsuit that "cool racer look."



Jr. Magician - \$39.95

There's no illusion in how great this top-quality magician suit looks. Mini magicians will be ready to show off their best hocus pocus skills while looking as dapper as Harry Blackstone, Jr. The costume comes complete with a fancy silk cape featuring big secret pockets; perfect for that big "now you see it, now you don't" moment. It also includes a button-down vest, top hat (with secret pocket), white gloves, bow tie, and of course, a magic wand. All you have to do now is get your mom to be your lovely assistant.



Jr. Explorer - \$43.95



Whether you're off to an imaginary safari in the wild or pretending to uncover an extinct dinosaur skeleton, this Jr. Explorer costume is perfect for any expedition. The one-piece jumpsuit has short sleeves and short pants with cargo pockets, custom patches and embroidery. A smart matching embroidered floppy hat tops off the costume to completely outfit your child for any backyard adventure. Shovel not included.

Jr. Jockey - \$49.95

We're off and running in this jockey's playsuit that's sure to land your little rider in the winner's circle. This realistic-looking one-piece suit includes a jockey silk style top and pants with a matching cap and

riding crop. Parents will definitely demand a "photo finish" of these adorable little jockeys before they're even out of the gate.



Most *Aeromax* costumes are available in the following sizes: 18 months, size 2/3 for ages 2-3; size 4/6 for ages 4-6; size 6/8 for kids ages 6-7; size 8/10 for ages 8-10 and size 12/14 for ages 10-12. Numerous styles are also available in two adult sizes, small and large.

For more details on *Aeromax* outfits, store locations and pictures, click on www.aeromaxtoys.com; or order toll free at 1-877-776-2291.

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