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## **AEROMAX LETS LITTLE GIRLS HAVE A ROYAL BALL WITH REALISTIC LOOKING COSTUMES FIT FOR A PRINCESS**

### ***“Get Real Gear” Introduces New Princess Dress Costume to Loyal Subjects at Toy Fair***

Lake Barrington, IL (October 26, 2007) -- Today *Aeromax*, maker of the ever-popular “*Get Real Gear*” kid’s wear, announced that it will debut its new Little Princess Dress at the upcoming Toy Fair premier show in the nation, where the world of make believe is big business.

As the proud designer of the new Little Princess Dresses, *Aeromax* will showcase several colors and sizes of princess gowns and accessories for the best-dressed young royals this season.

These very affordable, high quality costumes look so authentic that you’ll think your little girl has been transformed into the belle of the ball and the envy of every loyal subject in the kingdom.



Each quality constructed costume features a soft underside and a stretch back panel for easy on and off. The Little Princess Dress also comes with a matching cone style hat. This ensemble is offered in three colors: white, pink and purple for each royal highness in sizes 2/3, 4/6 and 6/8. Special introductory wholesale price: \$22.00; suggested retail \$43.95.

The costumes’ durability is only matched by their ability to stimulate your child’s imagination. *Aeromax’s Get Real Gear* focuses on more aspirational costumes that allow children to pretend they’re chefs, firemen, nurses, police officers or martial artists, among other careers.



*Aeromax* strives for authenticity in their award-winning designs and has therefore has won many national honors for its children's costumes. These include Family Fun's Toy of the Year 2005 and the Oppenheim Toy Portfolio's Platinum Award, among others.

Although the *Get Real Gear* high-quality Little Princess Dress is perfect for Halloween, it's certain to continue to delight little girls long after the trick-or-treat bags are emptied. Unlike most costumes, princess outfits never go out of style no matter the season because girls enjoy playing dress-up all year long.

And fairy godmothers, who double as royal stylists, like the fact that the outfits represent a smart fashion investment because these costumes typically get worn more frequently. Who says you can't take couture on a playdate? When you see firsthand that each *Aeromax* costume features high quality fabric, strong stitching and must-have designs its clear that no fashion forward princess can resist. Best of all, the costumes will let your princess play happily ever after, or at least until she grows into the next dress size.

For more details on *Aeromax* outfits, store locations and pictures, click on [www.aeromaxtoys.com](http://www.aeromaxtoys.com) for more styles and details; or order toll free at 1-877-776-2291.



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