



NEW PRODUCT WATCH

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WELCOME to the **January/February 2008** issue of **New Product Watch**, a free monthly round-up of the ever-changing, ever-expanding world of kid new products from Just Kid Inc., the world's foremost consultancy dedicated to innovative new products and ground-breaking market research aimed exclusively at kids 2-12.

Trends and Highlights:

In this issue you'll find a variety of Valentine's cookies, cakes and candies.



Candy



Candyrific lets M&M's® and Skittles® lovers express themselves with new Dry Erase Message Boards!

Each Message Board includes an easy-to-use matching pen, topped with a handy eraser and a supply of M&M's® or Skittles® candies.

They are said to be great party favors, and serve as a unique way to send a personalized thank-you note to the candy lovers in your life.