



For Immediate Release

For further information, contact:
Monica Jones, 757.318.6412
mjones@swimways.com

Holiday Arts™ Carves Out Slice of Halloween Pumpkin Pie with Patented Power Carver, National TV Advertising, and Top Licenses

(Virginia Beach, VA, January 30, 2006) – What was once a frightening Halloween experience for Mom or Dad to suffer alone is now a fun and spirited activity the whole family will enjoy! Next Halloween parents will no longer be relegated to the lonely chore of carving the family's Halloween jack 'o lantern thanks to the safe and easy-to-use **Pumpkin Power Carver from Holiday Arts**.

With the patented, battery-powered instrument and quick-change carving tools, carving and etching even the most intricate pumpkin designs is a snap. Under adult supervision, the product has tested safe for kids 8 & up; and it's easier to use than a kitchen knife and commercially available manual carving kits. The Pumpkin Power Carver puts the fun back into carving pumpkins, creating an engaging family experience they won't soon forget. In fact, ***Halloween's a horror without it!***

With **official licenses secured from Disney, Marvel, and Warner Bros. Consumer Products**, Holiday Arts is carving out a new category with first-ever licensed Pattern Booklets and Carver Creativity Sets featuring Marvel Heroes™ including Spider-Man™, Fantastic Four™, X-Men™ and more, Superman™, Batman™, Scooby Doo™, *Disney Princess™*, *Disney® Movie Magic*, and *Disney® Halloween (Mickey & Friends®, Winnie the Pooh®, Lilo & Stitch™* and more). Additional licenses are being solidified for 2007.

The Holiday Arts product launch next October will be supported by a **national TV advertising campaign** targeting moms 25 to 49. It is estimated that 89% of women in the target age group will see the TV commercial an average of nine times during the campaign. A dedicated web site at **www.holidayarts.com** will offer tips and suggestions for carving pumpkins and offer free pumpkin patterns for downloading.

“As we dive into this counter seasonal category, we are motivated to provide our retail partners with a multitude of reasons to carry our pumpkin carving product line,” said David Arias, President of SwimWays Corp., developer of Holiday Arts branded products. “We’re developing a really great product, we’ve secured the best licenses of the season, and we’re producing a TV spot that gets to the core of why parents currently experience pumpkin carving as drudgery and a chore. None of the brands currently in the marketplace seem to be making this kind of effort to support and grow the category,” Arias added.

More →



Holiday Arts – Two

MSRP for the Pumpkin Power Carver is \$9.99. Pattern booklets, including 20 patterns, party organizer and carving suggestions, will retail for \$4.99. Holiday Arts will be showcased at the Halloween Party & Costume Show in Chicago, March 10-13, 2006.

Holiday Arts is a dedicated product focus within SwimWays Corp., Virginia Beach, Va. SwimWays is a leading manufacturer of popular water toys and swim floats. The company enjoys distribution in major international retail chains and thousands of specialty shops worldwide. For further information, log on to www.swimways.com.

###

© 2006 SwimWays Corp. dba Holiday Arts. All rights reserved.

Disney characters © Disney. All rights reserved.

SUPERMAN, BATMAN, and all related characters and elements are trademarks of and © DC Comics.

SCOOBY-DOO and all related characters and elements are trademarks of and © Hanna-Barbera. (s06)

MARVEL, and all related character names and the distinctive likenesses thereof are trademarks of Marvel Characters, Inc. and are used with permission. © 2006 Marvel Characters, Inc. All Rights Reserved. www.marvel.com.