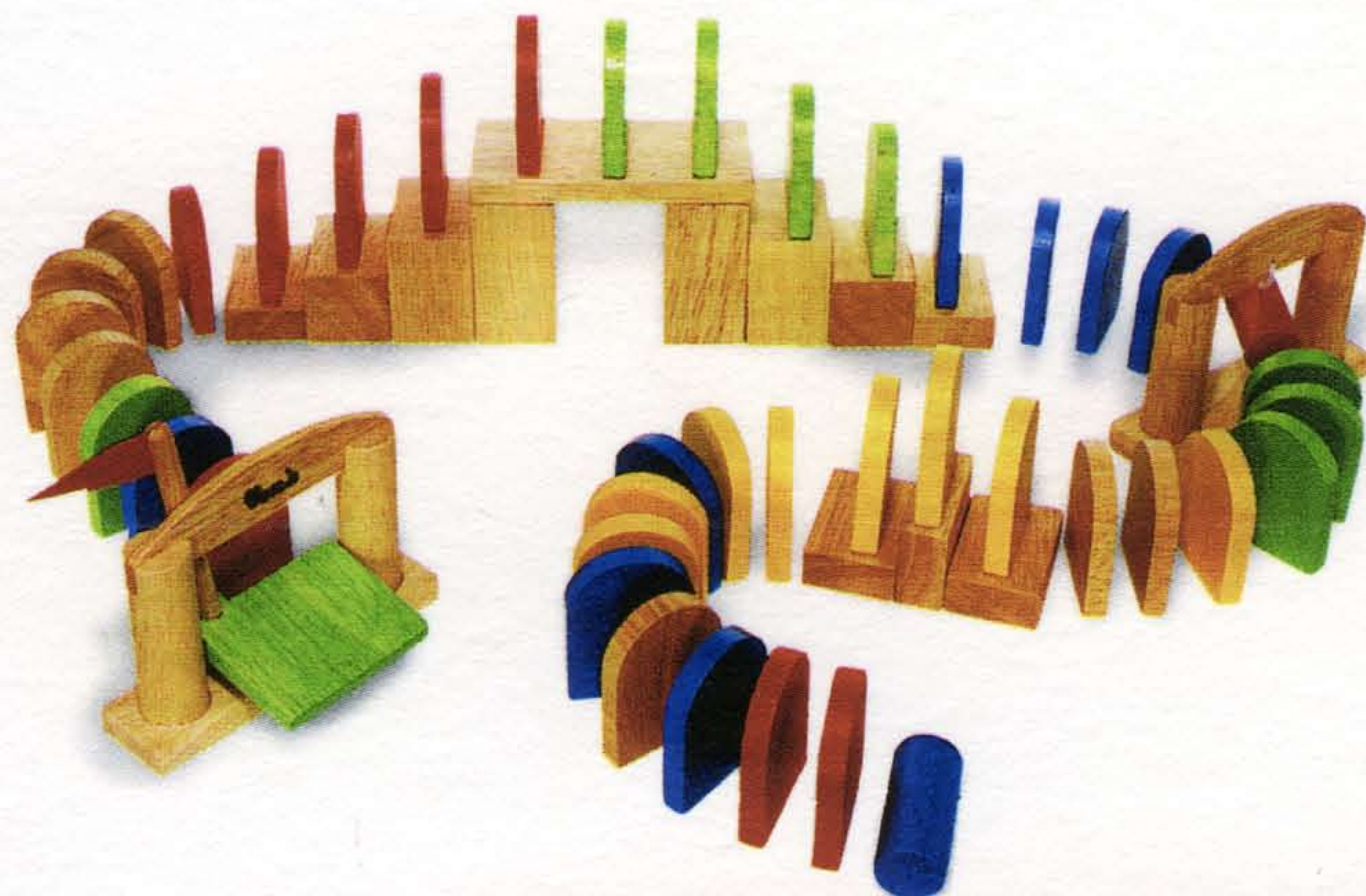


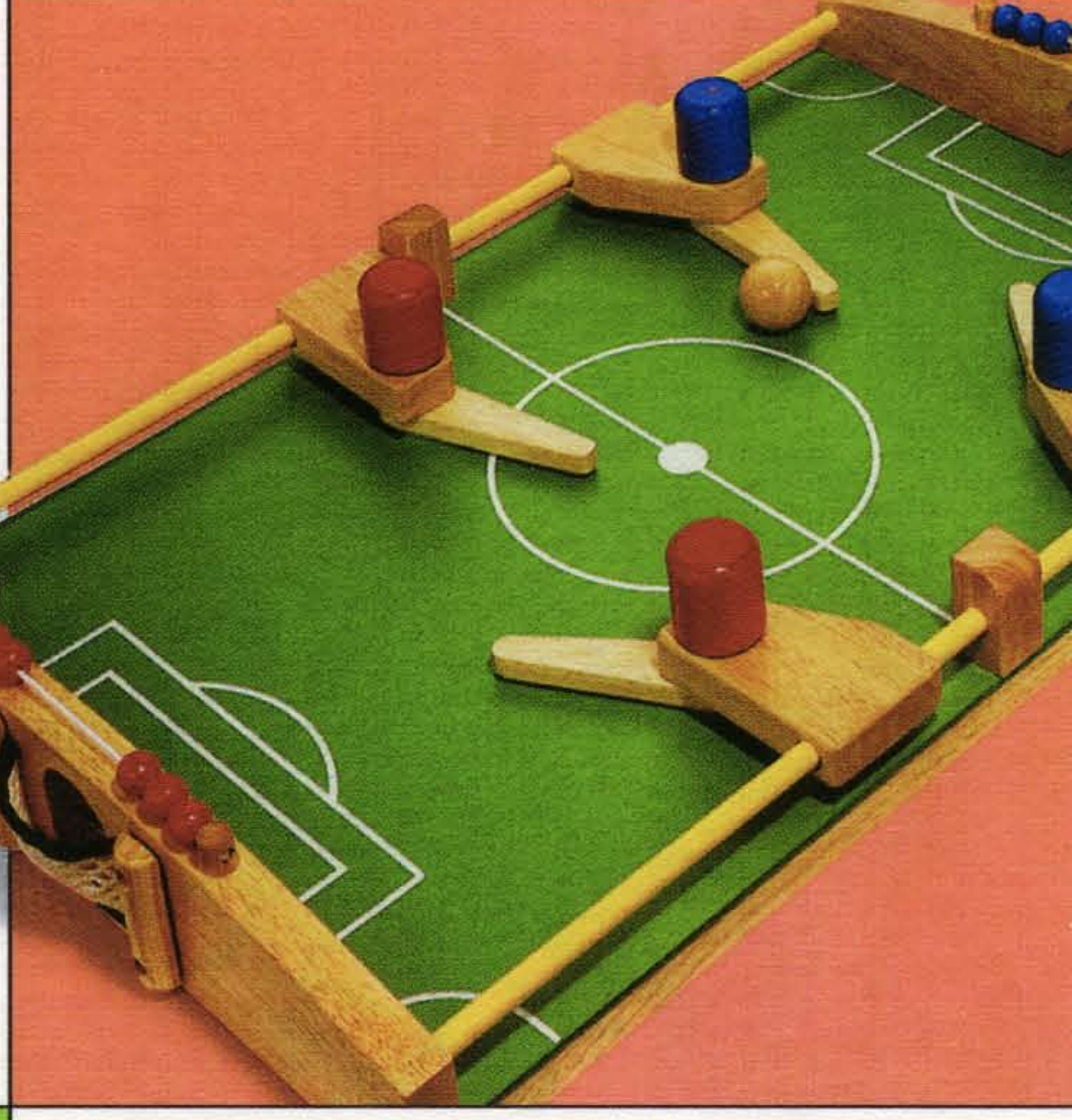
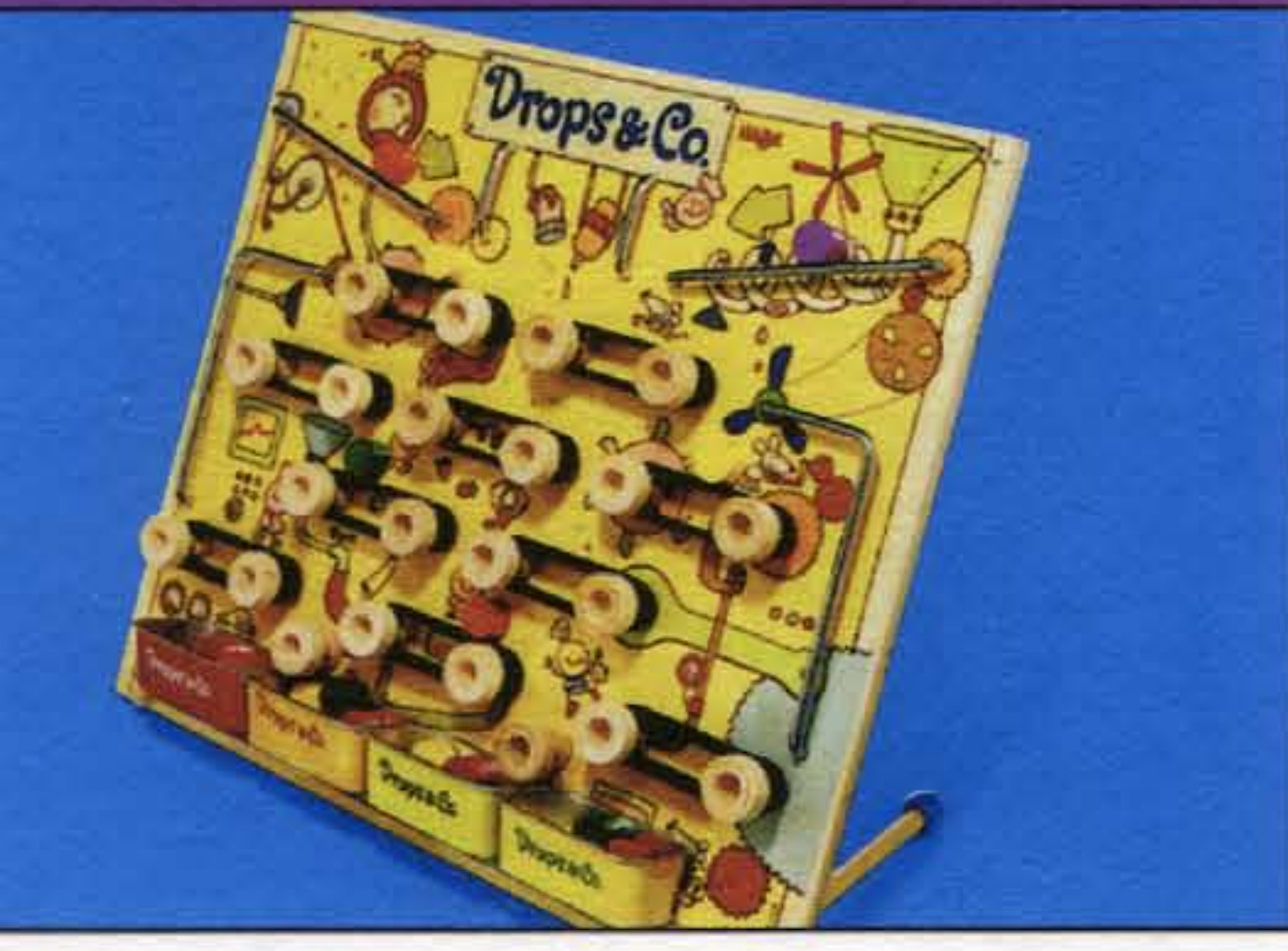
child's best TOY awards 2004



Did you know that the November Child Magazine selected 14 toys from DiDi's Childrens Boutique for their Ultimate Holiday Shopping Guide?



Diana Rudman, DiDi's Childrens Boutique owner, was one of five top experts who selected the best 50 toys of 2004. We are thrilled to be recognized for offering the best of the best to children of all ages and have enclosed this flyer in case you have not seen the news. If you are interested in giving the best of the best to the little ones in your life, call us at **212.860.4001** or check out **www.didis.com** to find out about these and many more great items.



Our Toy-Testing Method

To select the 50 best toys of the year, we first sent hundreds of toys to four of the finest children's museums in the country—Baltimore's Port Discovery Children's Museum, Brooklyn Children's Museum, the Children's Museum of Indianapolis, and the Children's Discovery Museum of San Jose—so kids could play with and evaluate the newest playthings on the market. Those that passed the test were then examined by a panel of top experts at our offices: Helen Boehm, Ph.D., a children's media and play expert and author of *Fearless Parenting for the New Millennium* and *The Right Toys*; Judy Ellis, founder and chairwoman of the toy design department at the Fashion Institute of Technology; Dana Levy, infant and toddler early intervention specialist/special educator at the Bank Street Family Center; Tanya Chin Ross, senior public policy associate for the National Safe Kids Campaign; and Diana Rudman, owner of DiDi's Children's Boutique in New York City.