

# THE CONTINUING PHENOMENAL RISE & RISE OF



At last weeks Australian Toy Fair, industry judges voted Zhu Zhu Pets as the best Girls Toy of the Year. But for the Australian distributor, Hunter Products (formally Hunter Overseas) that was the first leg of a unique double.

Paper Jamz, the new amazing string-less, paper thin guitar range from Wowwee took out the Boys Toy of the Year. Paper Jamz went on to be voted as the best toy at the fair, claiming the coveted Toy of the Year for 2010.

Hunter Products Managing Director Jeff Hunter said the awards were a fantastic result for two outstanding products. "Zhu Zhu Pets has followed the worldwide trend here to become the hottest toy in the country. The sales are incredible and the ever expanding range has got retailers very excited."

Mr Hunter said that "Paper Jamz has been the hit of the fair and had stamped itself as a winner for boys discovering their own inner rock gods. While Paper Jamz comes with preloaded rock anthems, it already has hit written all over it, but it won't just appeal to teenage boys. The kids will have a hard time getting it off their dads who think they still have a shot at stardom."

"Hunter Products is delighted that both Zhu Zhu Pets and Paper Jamz have triumphed at the Australian Toy Fair as the all important mid year catalogue sales period approaches."

Hunter Products is the largest privately owned toy distributor in Australia and will have several hot TV properties in its line up for 2010. The company just keeps hitting the highs year after year and has had a record sales month every month since the dreaded downturn in July 2009.

"We deal with the best suppliers in the world and it's a pleasure to have so many mates working with us" said Jeff Hunter. "Our relationships with suppliers and customers alike is the key to success. There is no doubt that is our most valuable asset."

