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LISA MARKS AND ASSOCIATES

Lisa Marks and Associates has announced a number of toy programs for this year. The Peeps brand expands into mobile phone games with a partnership from Konami. Rasta Imposta will be producing Peeps costumes for adults, kids, and infants, and Good Stuff will produce rubber balls, stuffed candy toys, and plush toys. Simon & Schuster will expand its line of Peeps activity books.

Hot Tamales and Mike and Ike will have a line of novelty school supplies produced by Sky High. LMA has also signed on Senario to work with the Smarties brand, making microbead pillows. Rasta Imposta will launch Smarties adult, child, and infant costumes.

American Greetings will be expanding the Be As You Are brand with a line of greeting cards, adding to the existing planner and calendar line. Tri-Coastal Design is targeting tweens with a full line of Be As You Are stationery.



Simon & Schuster
Peeps Coloring book