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NEAT-OH! INTRODUCES BELOVED TOTUM CRAFT KITS TO AMERICAN CONSUMERS AS A 2017 ASTRA EXCLUSIVE

Retailers Attending Toy Fair ASTRA Exclusives Party Can Be First In Line To Order Magnetica, Spraypens, Dinomania & More From Dutch Import

Northfield, IL (January 26, 2017) – It's a given that when consumers enter a specialty toy store they will discover toys that are, well, special. The American Specialty Toy Retailing Association (ASTRA) takes it a notch further and offers ASTRA Exclusives to its merchants. These high quality toys are the best of the best and Neat-Oh! International is pleased to join the club in 2017 with its line of Totum craft kits.

Until now, beloved Totum kits could be found in just about every country across the globe (60 and counting) except the U.S. This year Neat-Oh! will distribute five of their products exclusively to ASTRA retailers. On Saturday, February 18, Neat-Oh! reps will proudly showcase **My Dream Lights (\$16.99)**, a DIY night light kit and more at the ASTRA Exclusives Reception at the American International Toy Fair.

What does it take to be an Exclusive? ASTRA's website explains, "These manufacturers were chosen by a committee of ASTRA retailers for their unique product submissions and have agreed to very strict guidelines for exclusive products for ASTRA members."

"This rigorous review process ensures that these products are high-quality toys that align with the values of creative play that consumers have come to expect when they walk into an ASTRA retail store."

Neat-Oh! has hand-picked five fun kits that appeal to boys as well as girls to introduce Totum's style of play to American audiences. Four of the five kits are priced affordably under \$10!



Dinomania • \$6.99 • Ages 3+
Preschoolers can create their own fantasy dinosaurs.



Magnetica • \$6.99 • Ages 4+
Make your own magnets in this all-inclusive kit.



Spraypens • \$9.99 • Ages 4+
Move over crayons, kids will want to make colorful artwork with an array of spray pens!



Window Markers • \$9.99 • Ages 4+
Boys and girls will enjoy dressing up the bedroom window with these fun decorations



My Dream Lights • \$16.99 • Ages 5+
Kids can't wait to get tucked in bed so they can turn on their own DIY nightlight!

ABOUT NEAT-OH! INTERNATIONAL

Neat-Oh! is a company born from creativity, innovation and true care for children and parents. They have been making playtime even more "special" for over 10 years, offering a large range of products such as Dinosaur Toys and Storage, Every Day Princess™ dolls, Magnutto® Junior Activity Sets, Splushy™ Friends for the Pool, ZipBin® Toy Storage and Barbie™, Hot Wheels™, Thomas & Friends™ and StarWars™ licensed products as well.

With over 100 awards and endorsements from parents across the globe, Neat-Oh! products are recognized for superior quality, workmanship and materials. Their 100% satisfaction guarantee and world-class safety testing programs make it easy for discerning parents who want only the best and safest products in their home. For more information, visit <http://www.Neat-Oh.com>.