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MOVE OVER CRAYONS! MAGIC INK REVEALED ON SMART DEVICES ONCE KIDS COLOR THEN SCAN!

My Little Pony Themed Sets Takes Coloring & Crayons To The Next Level And Wins Another Honor: 2016 National Parenting Products Award

New York, NY (August 23, 2016) – How *app-propos* is this? Adding a digital app to beloved (and affordable) coloring books and crayons gets the attention of major retailers. Five different toy industry judges have given kudos to this next-big-thing. And kids, naturally, adore the contemporary coloring concept. **My Little Pony Coloring Book Set & Digital Crayon Stylus (\$9.99)** is the newest offering from Painting Lulu™ by Flycatcher, a pioneering toy company that seamlessly melds physical play with digital experiences! The secret is their Magic Ink function.

How does it work? The *2016 National Parenting Products Awards* described it

best: “Painting Lulu is a Paper-to-Digital coloring system that includes a paper coloring book, traditional crayons, a stylus crayon, and a free coloring App. It is the only coloring set which combines pure coloring activities, both hands-on and digitally. The unique product allows kids to create their personalized coloring pages by using the Painting Lulu coloring app and their imagination.”



Magic Ink feature

keepsakes and kids can explore their creativity from pen and paper to stylus and smart device.”

In a nutshell, kids follow three steps for the Magic Ink feature to appear: Color normally on the paper coloring books. Download the App and scan one or more colored paper pages. Then wait for the reveal on a smart device! The color around their art work divulges various shapes that were not visible on

Perfect for kids ages 3 and up, the award judges explained why they liked it. “This is magical for both kids and parents alike!

Parents get paperless



the paper pages. Now kids can color these bonus shapes on their smart device and hunt for the next hidden shape. That's what parents would call a Wow factor.

Much of the magic hails from the Painting Lulu app, available for Android and Apple devices, on Google Play, the Amazon Appstore and the Apple App Store. Kids draw on paper with regular crayons, scan the pages using the free app on any mobile device, and continue to decorate, correct, and share their drawing digitally!



Parents need not worry about damaging any smart devices. The Crayon Stylus has a smooth touch and thick grip that feels natural to kids. It's made to prevent damage to touch screens!

Early reviews posted on amazon glow with thumbs-up praise for creativity and safety:

“This little crayon stylus is literally my new favorite thing! Whoever invented this thing... OMG.... You have made my life so much easier now that I can hand my child my phone

or iPad and let her color the screen! No more worrying about wall scribbles or if she will take a bite out of a crayon!”

“My 4-year-old daughter loves this! She colors for hours using the stylus and tablet. She loves My Little Pony, and has also enjoyed coloring on the regular pages. The app was super easy to download with the code provided, and easy for my 4-year-old to figure out.”

“With everything in today's world being digital this is great for small hands and children. My son who is 5 got a tablet for his 5th birthday and this LuLu Digital crayon. He loved it and plays with it nonstop. He said it's really cool and likes coloring with it more than he does in a coloring book with real crayons. I think it's cool that they offer so many colors.”

Fans of Applejack, Twilight Sparkle, Rainbow Dash and other Pony friends love pictures with an Equestrian theme. But these next-generation coloring books offer preschoolers and beyond “a set of tools that builds their confidence and skill set” explains Shay Chen, CEO of Flycatcher Inc. “Mastering the digital world with ease today will have a huge effect on our lives in a few years!”



The benefits of small children (and even grownups) focused on coloring are many. Kids develop fine motor skills, understand color concepts and improve their hand-eye coordination. Boys and girls enjoy the feel of using crayons, whether at home or on the go. With this digital version, they will never run out of colors and coloring pages again. Coloring a scene from *My Little Pony* reinforces the themes of friendship and acceptance.

As Pablo Picasso said, “every child is an artist, the challenge is staying an artist when you grow up.”

Need one more reason to adore these novel coloring sets? The digital versions boast zero ads and no annoying pop-ups! In addition to licenses from *My Little Pony*, Painting Lulu sets are available in more than a dozen must-have licenses and themes. **Look for coloring sets featuring *Barbie, Hot Wheels, Transformers Rescue Bots, Tonka, Angry Birds the Movie, Batman, Scooby-Doo* and *DC Super Friends*.** But wait kids, there’s more from Flycatcher! Their best-selling generic line offers boys and girls coloring pages picturing *Dinosaurs, Sea Life, Farm, Princesses, Birds, Jungle* and *Safari* scenes

Look for updated packaging on all *My Little Pony* themed sets at major retailers and at neighborhood specialty shops or shop online at <http://store.paintinglulu.com>.

My Little Pony Friend Me with Stylus • Ages 3+ \$7.99

2016 National Parenting Product Awards Winner

2015 Dr. Toy’s Best Classic

2015 Creative Child Book of the Year Award

Tillywig Toy Award Best Creative Fun Award Winner

2015 The Toy Insider Top Summer Toys!

So many options are tucked inside this award-winning system. Scan and color one or all of the 32 coloring book pages. Pop into the Photo Booth and make friends with the Ponies. Then send your selfie to friends or Grandmom! 6 crayons are included plus the large crayon-shaped stylus to color on your device.

All coloring sets include a code that unlocks the digital version inside the App. For more details, click on their website, www.PaintingLulu.com. Follow them on Facebook, now with more than 11K likes!



ABOUT FLYCATCHER INC.

Flycatcher Inc., a tech toy company that was founded in 2013 in New York, is on a mission to help parents develop their child's learning skills by developing toys that bridge the gap between real-life and the digital space. Flycatcher Inc. is the maker of Painting Lulu, the award-winning paper & digital coloring book line and the creator of CharmBricks. The company has partnered with some of the biggest brands in the toy industry including: Warner Bros., Hasbro, Rovio, and Mattel. For more information on their full array of coloring products, visit them at www.PaintingLulu.com. For information on CharmBricks, click on www.CharmBricks.com.