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Shocker toys will be attending the 2008 international toy fair with new products and concepts sure to turn buyer's heads

Shocker Toys LLP today revealed its plans for the 2008 year, weeks before the American International Toy Fair in New York City (February 17-20). The fun filled exhibit booth#5733 will feature fun interactive products and a creative sales team.

/24-7PressRelease/ - BUFFANO, NY, February 01, 2008 - "Each year, Shocker Toys looks to grow and add to our experience across a diverse range of products," said Geoff Beckett, CEO. "We have had a tough start but have started in a new strong direction for 2008, including making fun but great looking action figures and our newly designed Shockini line which will expand into new markets including lines for girls as well."

The company will showcase a number of new toys that offer old fashion playability and creativity, a re-growing trend within the industry. Products combined with paint and stickers and comics will help the overall play experience. These products include Indie Spotlight a comic book action figure line as well as Shockinis - the create your own toy kit. On display will be the following toy lines:

Shockinis

The most interchangeable, constructive mini action figure systems on the market! Every Shockini is interchangeable with the others, so the only limit is your imagination. Available in different colors as well each Shockini will come with a 50 pack of stickers, a paint set, a standing base and building accessories. Linking parts together to form monsters, playsets or your favorite characters or loved ones will plenty of room for the imagination.

Shockinis Indie Spotlight

Indie Spotlight Shockinis are the tough little 3- block figures mirroring the characters of the Indie Spotlight action figure series. The 3- Comic Book block figures will be available in 2 character packs. Series 1 includes ShadowHawk and Scud the disposable assassin, Katchoo of 'Strangers in Paradise' and The Maxx, Kabuki and Solar 'Man of the Atom', Dick Tracy and Madman. Series 2 will be talked about at Toy Fair consisting of Dick Tracy, Zombie King, Jack the lantern, Ignacia, The Tick, Lone Ranger, jack staff, fist of justice and the Wraith

Shockinis Who wants to be a Superhero?

Who wants to be a Superhero? Shockinis are the tough little 3- block figures mirroring the characters of the hit Sci-Fi show hosted by Stan Lee. The 3- Superhero block figures series 1 includes Feedback, Fat Momma and Major Victory. Series 2 will be discussed at Toy Fair consisting of Defuser, Hyperstrike and Hygena.

Metalocalypse

Vinyl action figures of Dethklok, the world's most popular band and most significant cultural force. For the band Dethklok, the world is full of darkness, pain, destruction and death. Not to mention groupies and ear-shattering heavy metal and piles of cash. Created by Brendon Small and Tommy Blacha, Metalocalypse airs during late night on Adult Swim. The 5.5- figure line will consist of Nathan Explosion, Skwisgaar Skwigelf, Toki Wartooth, Pickles and William Murderface.

Indie Spotlight

Indie Spotlight is a new action figure series from Shocker Toys presenting independent comic book characters in 6-7- super poseable figure form with a full size pack in comic. The 6- Comic Book action figures Series 1 features (Jim Valentino's ShadowHawk, Rob Schrab's Scud the disposable assassin, Terry Moore's Katchoo of 'Strangers in Paradise', David Mack's Kabuki and MTV's The Maxx in 8-. Series 2 will be discussed at Toy Fair consisting of Dick Tracy, Zombie King

(Deadworld), Jack the lantern, Ignacia (Wildguard) and The Tick BAF.

Who wants to be Superhero?

Who wants to be a Superhero? 6- action figures mirroring the winning character of the hit Sci-Fi show hosted by Stan Lee. The 6- Superhero figure will be Feedback winner of the first season and The Defuser winner of the second season.

All buyers and press are urged to contact shocker toys for an appointment. Free gifts and order discounts for early appointment registers. Contact Geoff Beckett at 201-913-7027

About Shocker Toys LLP

Buffalo, New York based Shocker Toys LLP, was founded by Geoff Beckett and Lance Buttiglieri in 2000. The company's current roster includes Indie Spotlight 6-7- independent comic book action figures, Who wants to be a Superhero? Figures, 3- Customizable Shockinis, 3- Indie Spotlight Shockinis, Metalocalypse figures and 7- GWAR action figures. For more product and licensing information visit the Company's website: www.shockertoys.com

Toy Fair info: www.toyfairny.com/

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