

FOR IMMEDIATE RELEASE

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Introducing the Custom Plush Toy InstaQuote™ System

--The fastest way to get minimum quantities and pricing quotes for custom plush toys -

Allentown, PA, November 21, 2008 - Artistic Toy launches InstaQuote™ its on-line pricing tool for salespeople to get information about custom plush toy orders within minutes. Two of the most common questions received in the promotional product industry is “What is the minimum?” and “What is the price?”.

When developing a custom made plush toy, that answer is not always quick, easy, and exact because there are many variables that need to be considered. Artistic Toy recognizes that 98% of the sales people do not need an exact quote today for an order tomorrow; however, they do need good information to set expectations for their customer.

Setting proper customer expectations and providing the right information at the right time are two of the most critical things businesses can do to ensure sales success. InstaQuote™ provides salespeople the best price quote with the least amount of information in the shortest amount of time. There are two easy to complete screens that take one minute to complete and within ten seconds an email arrives in your mailbox. InstaQuote™ can be accessed from www.artistictoysmfg.com home page and does not require any downloads or special applications.

About Artistic Toy

Artistic Toy Helps You Build Character. Artistic Toy's plush toys are great for all types of corporate occasions, including Incentive, Brand Recognition, Education, and Business Development Programs. You can choose from a wide selection of stock toys that can be delivered with imprint in less than 15 days or Artistic Toy can build a custom Plush prototype from a picture in 24 hours. Our clients always get a high quality, highly buzz-worthy giveaway, and when they use our Create Your Own™ custom toy service, it makes an even bigger impact. Our quality and production processes are all designed to deliver on time and impress clients when they receive their stuffed plush toys.

Inspected by Helen™, Artistic Alerts, and the Perfect Match™ Systems are all in place to deliver the best stuffed plush toys for clients. Artistic Toy is distributor-oriented, and offers distributors unmatched sales support to help them win new business, support their clients, and provide sales and marketing tools that provide solutions using plush toys that outperform other advertising specialty products. Consider Artistic Toy when you want to distinguish your brand with a Character, build programs with extraordinary response rates, and deliver solutions that create a measurable return on your marketing investment.

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