

# zak!<sup>®</sup>



**For Immediate Release:**

## **Zak Expanding Little Tikes<sup>®</sup> Line with Cozy Coupe<sup>®</sup>**

Spokane, WA (May 05, 2009) – When Zak Designs released the Little Tikes<sup>®</sup> Turtle mealtime set, parents everywhere were given a new way to help their children transition from playtime to mealtime. Now, Zak is providing even more options for parents with the introduction of their Cozy Coupe<sup>®</sup> line of mealtime products.

This year, Zak is expanding its line of toddler mealtime products to include another icon from Little Tikes<sup>®</sup>. Just in time to celebrate the 30<sup>th</sup> Anniversary of the release of the timeless toy, Zak's Cozy Coupe<sup>®</sup> line of mealtime products captures the essence of the Little Tikes<sup>®</sup> brand and the durable toughness that has made the Cozy Coupe<sup>®</sup> a classic toy for generations.



As part of the line, Zak is releasing a 4pc. Mealtime set that features a divided plate in the shape of the Cozy Coupe<sup>®</sup> and a wide-based bowl that doubles as a lid for the plate to make storing leftovers easy. To keep the imaginative fun flowing, the set also includes a fork and spoon shaped like keys.

Zak is also introducing a wide selection of other feeding products for toddlers that feature the Cozy Coupe<sup>®</sup> and Little Tikes<sup>®</sup> characters. From storage containers to sippy cups, the Cozy Coupe<sup>®</sup> line from Zak is giving parents new ways to introduce children to mealtime fun. All of the products in the line are BPA-, PVC-, and Phthalate-Free.

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*Headquartered in Spokane, Wash., Zak is the leading manufacturer of licensed children's dinnerware. The global company is also a top producer of trend-focused everyday tableware and eating-on-the-go products. Whether it's for children, or the whole family, Zak makes mealtime fun. More information is available at [www.zak.com](http://www.zak.com).*