



For Immediate Release:

Zak Launching New Line Inspired by Disney*Pixar's *Toy Story*

Spokane, WA (August 15, 2009) – In 1995 *Toy Story*, the classic Disney*Pixar computer-generated animated feature, broke new ground in the field of animation and introduced the world to a group of characters that have captured the imagination of a generation. This Fall, *Toy Story* is coming back to theatres in Disney 3D and Zak Designs is celebrating the release with a new line of mealtime products.

Buzz, Woody and the rest of the cast have become household names since they first appeared on the screen, and will be featured on a selection of plates, bowls and drinkware from



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Zak. In keeping with the new 3D

version of the movie, Zak is creating another dimension for mealtime by including a special-edition 3D lenticular placemat and tumbler set.

When *Toy Story 3D* hits theaters this year, children across the country will get to experience the classic like never before. And with the mealtime products from Zak, they'll be able to take the fun of the movie with them to every meal.

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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.