



Fact Sheet

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For Immediate Release

T.M.X. Elmo The Ticklish Worldwide Facts!

~ T.M.X. is back on shelves 2007 ~

Everyone's favourite red, furry ticklish friend - T.M.X. Elmo is back, making another stellar appearance on Australian retailer's shelves, and is available to buy now! After a whirlwind performance in September last year, T.M.X. Elmo disappeared off shelves soon after the initial 'top-secret' launch, quicker than anyone can say "again again!"

Here are some interesting facts surrounding the worldwide phenomenon that is the fantastic T.M.X. Elmo...

- T.M.X. Elmo took out the American Toy of the Year Award for 2006!

- According to Nielsen/NetRatings study on the most popular products for the 2006 holiday season:
 - T.M.X. Elmo was the most popular toy;
 - T.M.X. Elmo was the fourth most popular consumer electronics good, rivalling the iPod Nano 4GB, Sony PlayStation PSP and Navman GPS system!

- T.M.X. Elmo sold out in the first two weeks of its launch around the world

- The most frenzied day of sales of T.M.X. Elmo saw 250,000 units fly off the shelves in stores across America

- Desperate parents paid up to \$150 or more on the Internet auction side Ebay to get the hot T.M.X. Elmo toy for children, which is quite a bit more than the recommended retail price of the toy

- More -

- Some Wal-Mart stores in the U.S. reported that demand for T.M.X. Elmo was so intense; they would sell out of several cases of the toy in a matter of minutes. One store sold out of their entire T.M.X. Elmo stock in less than thirty minutes
- Demand for Elmo toys is of a magnitude seldom experienced in the toy market. Analysts have begun describing the phenomenon as “the Elmo effect” – similar to what happened in 1996 during the launch of the original “Tickle me Elmo”
- Several different variations of electronic Elmo dolls have experienced similar success, including ‘Walk ‘n Talk Elmo’, ‘Rock ‘n Roll Elmo’ and ‘Chicken Dance Elmo’ – which saw Elmo dressed in a fuzzy yellow costume, flapping his arms like wings and singing the Chicken Dance song

T.M.X. Elmo is stocked at all major retailers in Australia – but be quick, before history repeats itself and all the T.M.X. Elmos are whisked away! RRP \$99.99.

- *Ends* -

For more information about T.M.X. Elmo or for hi-res images, please contact Porter Novelli Melbourne:

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