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SUPER POWERS TO SUPERMODELS - FASHION AND POP CULTURE COLLIDE WITH TONNER'S DC COMICS-INSPIRED COLLECTIBLES

Hurley, NY (July 23, 2008) – From high-flying *DC Super Heroes* to high-flying fashion, crime fighting heroes and villainous vixens unite as inspiration for this year's hottest couture fashion trend, validating their status as both fashion **and** pop icons.

Available through an agreement with Warner Bros. Consumer Products, on behalf of DC Comics, the TONNER DOLL COMPANY'S line of collectible *DC STARS* TONNER CHARACTER FIGURES™, inspired by the women of DC Comics represents the inter-connected worlds of comic book heroes and fashion. Since the Golden Age of both comic books and fashion, both worlds have always represented an escape from real life through a metamorphosis from ordinary to extraordinary. Tonner captures trend-setting elements such as these and transforms miniature plastic mannequins into highly detailed, collectible art.

Robert Tonner, CEO of TONNER is no stranger to high fashion. After graduating from the Parsons School of Design, he was invited to join Bill Blass, and soon became one of the company's top designers, heading up the *Blassport* label. Throughout his career at *Blassport*, Tonner's "contemporary classic" view of how a modern American woman should dress continually caught the eye of the fashion world's trend-spotters.

Designing on a much smaller scale, without compromising the quality of his creations, Tonner uses the finest fabrics and hand-painted face detail for his TONNER CHARACTER FIGURES™. From *Amazon Princess*-inspired gowns to warrior-inspired corsets, body armor and boots, Tonner has been a pop culture pioneer, bringing the iconic *DC Super Heroes* to the forefront of the collectible fashion doll business. "I've had a blast re-imagining the classics and exploring the more glamorous side of each character," Tonner says. "The possibilities are endless."

Tonner's newest creations can be seen and purchased on TONNERDirect.com as well as hundreds of doll & toy specialty retail stores all over the world, including FAO Schwarz.

For more information, product samples, or interviews, please contact:
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About Tonner:

Headquartered in Hurley, New York, the Tonner Doll Company, Inc. develops and markets high quality collectible Character Figures and Dolls like Betsy McCall®, Mary Engelbreit®, Effanbee® Dolls, and the popular Tyler Wentworth® line of dolls and fashions, as well as other licensed characters, including THE WIZARD OF OZ, HARRY POTTER™, GONE WITH THE WIND and PIRATES OF THE CARIBBEAN.

About Warner Bros. Consumer Products:

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Comics:

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as *Superman*, *Batman*, *Wonder Woman* and the *Sandman*. These *DC Super Heroes* and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' web site is located at www.dccomics.com.

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