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**FOR IMMEDIATE RELEASE**

**Harry Potter™ Gets Ready to Cast a Spell on Doll Collectors  
Worldwide**

-- Tonner Doll Company, Inc. Introduces New Collector Dolls in the Likeness of Daniel Radcliffe as *Harry Potter*, along with other Cast Members from Warner Bros. Pictures' Upcoming Feature Film *Harry Potter and the Goblet of Fire* –

Hurley, NY (October 18, 2005) – Just in time for the launch of Warner Bros. Pictures' upcoming feature film *Harry Potter and the Goblet of Fire*, due in U.S. theaters November 18, 2005, the Tonner Doll Company, Inc., internationally-recognized for its life-like and truly authentic, high-end collector dolls, is primed to cast its own spell on collectors worldwide with the release of its Harry Potter Collector Dolls, featuring the much-loved characters of Hogwarts School of Witchcraft and Wizardry.

"I wanted to bring something magical and a little mysterious to these dolls," notes Robert Tonner, CEO and head designer of the award-winning Tonner Doll Company. "Knowing the joy these characters have brought to so many all over the world was an inspiration. By creating the dolls in limited editions, fans will know they've acquired something truly unique and special."

The *Harry Potter* doll, the first in the series, is truly amazing. Each and every nuance and detail is captured, right down to *Harry Potter's* infamous lightning-shaped scar, inflicted by Lord Voldemort.

"I felt that fans would want Harry Potter to look as true to the character in the movie as possible," said Tonner. "The prototype took months to perfect - it was

definitely a labor of love. I couldn't be happier with how it turned out, and I think true *Harry Potter* fans will share my excitement."

At 17" tall, the doll features remarkably engineered jointing with 14 points of articulation, offering the collector unlimited posing and play possibilities. Crafted of hard plastic and high-quality vinyl, with hand-painted face detail, this is a doll to be played with and enjoyed. The costuming, taken directly from movie reference, reflects Tonner's attention to detail and use of high-quality fabrics. From the sweater *Harry Potter* wears at Hogwarts School of Witchcraft and Wizardry, to his flowing school robe, the authenticity is near perfect and makes this a true collector doll in every sense of the word.

The *Harry Potter* Collector Dolls will be sold at doll and toy specialty retailers nationwide, including FAO Schwarz, beginning November 2005. The initial line will feature the *Harry Potter* Collector Doll, with a suggested retail price of \$124.99. Additional outfits and accessories will follow in 2006, along with *Hermione Granger* and *Ron Weasley* dolls.

The entire line will consist of the above mentioned dolls, a collection of authentic movie costume replicas, and perfectly matched accessories, providing hours of spellbinding fun for collectors of every age.

In *Harry Potter and the Goblet of Fire*, the fourth film adaptation of J.K. Rowling's popular *Harry Potter* novel series, Harry (Daniel Radcliffe) must contend with being mysteriously selected to compete in the prestigious Triwizard Tournament, a thrilling international competition that pits him against older and more experienced students from Hogwarts and two rival European wizarding schools. Meanwhile, supporters of Harry's nemesis, the evil Lord Voldemort, send a shockwave of fear throughout the wizard community when their Dark Mark scorches the sky at the Quidditch World Cup, signaling Voldemort's return to

power. But for Harry, this is not the only harrowing news causing him anxiety – he still has yet to find a date for Hogwarts' Yule Ball dance.

*Harry Potter and the Goblet of Fire* will be released by Warner Bros. Pictures, a Warner Bros. Entertainment Company, on November 18, 2005 in the United States.

Headquartered in Hurley, New York, the Tonner Doll Company, Inc. develops and markets high quality collectible dolls like Betsy McCall®, Mary Englebreit®, Miss America™ Dolls, Kitty Collier™, Effanbee® Dolls, and the popular Tyler Wentworth® line of dolls and fashions, as well as other licensed character dolls. For more information, product samples, or interviews, please contact: Debra DeForte, Publicity Coordinator  
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