

## **P.T. CHARACTER DOLL EARNS “A” RATING FROM TOY TIPS, INC.**

### ***Doll That Emphasizes Importance of Good Character Poised for Record-Setting Valentine’s Day Sales***

**San Diego, January 29, 2007** – Possibility Thinker’s P.T. character doll earned an “A” overall research score from Toy Tips, Inc., the independent research and consulting firm dedicated to providing scientifically-founded parent and caregiver information on quality toys and family products that stimulate developmental growth.

Toy Tips is a premier toy evaluation and parent education organization that has tested more than 34,000 toys and juvenile products from 900 manufacturers since its inception in 1991. Studies are conducted at The Toy Research Institute™ and at over 500 Toy Tips test sites worldwide. Toy Tips regularly imparts its recommendations and results through top media platforms like *Good Morning America*, *Oprah*, FOX, and CNN.

“For P.T. to have earned a cumulative “A” from Toy Tips is a tribute to the importance of P.T.’s wholesome Possibility Thinking message that is especially appropriate for families with developing children,” said Marlene Balbach, creator of the P.T. character doll and President of Possibility Thinker, Inc. “Especially rewarding is P.T.’s “A” in the Emotional Development portion of the research. P.T. is a wonderful choice because it focuses on creating strong, confident and compassionate spirits instead of promoting unhealthy fantasies of ultra-materialistic, violent lifestyles, or unattainable body image ideals. And P.T. is not just great for children, but anybody in need of a little encouragement and inspiration.”

Toy Tips uses a testing methodology that is not biased by manufacturers, but based on real market research and product reviews. The Toy Tips Rating is a combination of researchers’ observation of children’s enjoyment and development skills while using the product. Each researcher uses an original survey written by psychologists so results are accurate, independent and academic. The total score is weighted and calculated into a 1-to-5 rating scale. In addition, toys under review receive a “Fun Score” that is solely based on subjective evaluations and interviews with the actual children testing the toy. All Toy Tips ratings can be viewed at [www.ToyTips.com](http://www.ToyTips.com).

The P.T. (Possibility Thinker) character doll is the brainchild of Marlene Balbach and was born out of the many challenges she has faced in her life. Shortly after being diagnosed with Multiple Sclerosis 20-plus years ago, Marlene was riding her stationary bicycle and reading a book about Possibility Thinking. That’s when she got an idea to create a character doll called P.T. to encourage, motivate and inspire herself and anyone else in need of this positive message. P.T. was born.

The adorable P.T. is 22 inches tall and comes dressed in a sweatshirt, jeans and sneakers. Hand stitched embroidery renders P.T.’s smiling face. Each doll retails for around \$40 and can be customized with cards and poetry. To encourage U.S. military troops and their families, a special military edition P.T. comes dressed in camouflage gear.

The true sparkling gem of P.T. is its interchangeable Heart Message attached to its sweatshirt that encourage people to feel better about themselves, their life and their circumstances. The numerous embroidered heart Messages range from “I Love You, Celebrate You, You’re Worth It” to “You R Special & Unique. There’s no one just like YOU!”

P.T. and its many accessories can be purchased online at [www.ptthinker.com](http://www.ptthinker.com). A portion of the profits from the sales of all Possibility Thinker products are donated to further research for Multiple Sclerosis and various other charities.

### **About Possibility Thinker, Inc.**

Founded in 2004 in San Diego, CA, Possibility Thinker, Inc. has been a dream in the making for 20 years. Inspired by her triumph over adversity that includes a long battle with Multiple Sclerosis, founder Marlene Balbach’s gift of encouraging, motivating and inspiring others has resulted in the creation of a unique character doll called P.T. and its related accessories – all designed to allow people of all ages to realize just how special, unique and one-of-a-kind they are.

Besides encouraging others to approach life from the perspective of Possibility Thinking, the second goal of Possibility Thinker, Inc. is to raise money for various charities and the fight against Multiple Sclerosis.

To learn more about P.T.’s story, visit [www.ptthinker.com](http://www.ptthinker.com).