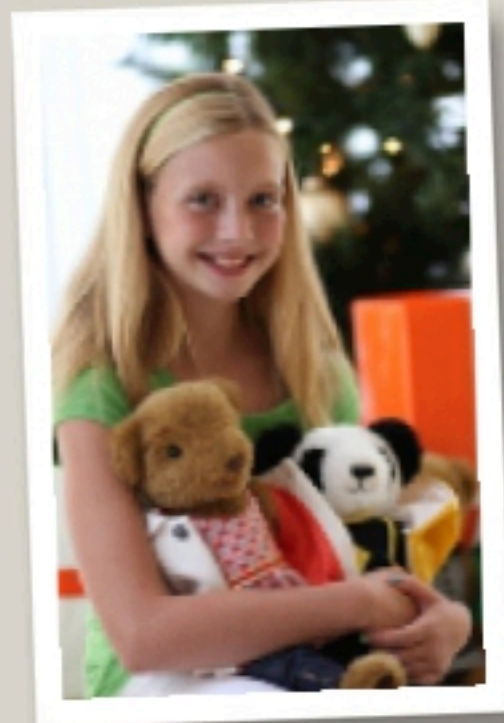


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ZYLIE THE BEAR & CHINA CARE

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Zylie the Bear was created by Mary Beth Minton and her son, Matt McCarty, as a responsible and innovative answer to other dolls and plush toys on the market today. Zylie is a cute, cuddly teddy that can be dressed and played with like a doll. One of the company's goals is to inspire children to be creative by collaborating with them on clothing designs for the bear.



Zylie is also the star in fun adventure stories that follow her on her travels around the world. The stories play out in a series of children's books, which come with the bear. In each book, Zylie goes on a new adventure and meets a new friend along the way. Her first stop is China, where she meets Shen the Panda. Zylie's friend Shen is also available for purchase and can be dressed and played with like a doll.

One of the company's founding principles is to help provide support for underprivileged people around the world. During its first, 2010 holiday season, the Zylie team is partnering with the China Care Foundation to help raise money to fund surgeries for special needs orphaned children.

The company is pledging \$20 for every Zylie and Shen sold through the holidays to support China Care's children. Matt McCarty, Zylie co-founder, has been involved with China Care ever since high school. His involvement with China Care at Brunswick School later inspired him to start the Vanderbilt University China Care Club during his junior year. His sister Kate McCarty was also active in China Care clubs during her high school and college career as well.

To purchase a bear to benefit China Care, go to www.zyliethebear.com  and enter coupon code "ChinaCare1" to give the gift of health this holiday season.

For more holiday gift giving to benefit China Care [click here](#).