

Big Smile Toys Introduces New Product from Playmobil

The Secrets of the Pharaohs arrives in time for back-to-school season

August 27, 2009 (FPRC) -- BigSmileToys.com, a leading online toy and gift store, today announced the introduction of Playmobil's new Egyptian Pyramid play set to its line of fun and educational children's products. The historically relevant Pyramid play set is just the latest in the ever growing Playmobil line of products featured on BigSmileToys.com online store.

"For more than 30 years, Playmobil play sets have been an important part of children's lives, enriching playtimes and learning," said Steve Scartozzi, president, Big Smile Toys. "We are very pleased to offer our extensive selection of Playmobil products, including the new Egyptian Pyramid, which is sure to entertain children while jumpstarting their imagination and teaching them a little bit about the world around them."

Playmobil's Egyptian Pyramid thrusts children back into the world of ancient Egypt, with an action-packed play set full of history and adventure. Intruders have stormed the pyramid attempting to raid its treasure. To gain access to the secret treasure chamber, the invaders must first traverse the pyramid's many secrets such as its collapsible staircase, chute, trapdoor, slide and scorpion trap. Inside the 21 x 21 x 14 inch pyramid's four removable walls are many features based on real ancient Egyptian architecture and design such as a rotary secret chamber and fully decorated tomb. The play set includes four Egyptian figures, accessories and is recommended for ages five and up.

The Egyptian Pyramid is the newest addition to Playmobil's Egyptian-themed play sets offered at BigSmileToys.com. The selection, which includes chariots, a Pharaoh's Temple, tombs, camels, soldiers, a royal ship and even a Sphinx play set, all help transport children back to the days of Ancient Egypt, with Playmobil's classic mix of fun, adventure and education that has made them a hit with both kids and parents for the last three decades.

In addition to the Egyptian collection, BigSmileToys.com features over a hundred Playmobil play sets and accessories. To view the entire selection of Playmobil products, from dinosaurs to airplanes to pirate ships, online at www.bigsmiletoys.com/playmobil.

Based in suburban Philadelphia, BigSmileToys.com features an extensive line of children's toys, games, books, plush's, puppets and even sporting equipment for purchase. With over 48 years of experience, BigSmileToys.com operates on the idea that Fun + Learning = Smiles and offers products which follow these principles. Learn more and search for products at www.bigsmiletoys.com.

About BigSmileToys

BigSmileToys.com is the online division of a Philadelphia-area retail store with more than 48 years of experience in the toy and gift business. Voted best toy store in the Western Main Line for eight consecutive years, Big Smile Toys also has been named best toy store in Chester County by Philadelphia Magazine. As authorized dealers of Madame Alexander Dolls, Calico Critters, Breyer Horses, Mighty World, Magformers and Playmobil Toys, to name a few. As a 5-Star Featured Dealer with Amazon.com, customer satisfaction is a priority. For more information or to purchase toys,

please visit www.bigsmiletoys.com.

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