

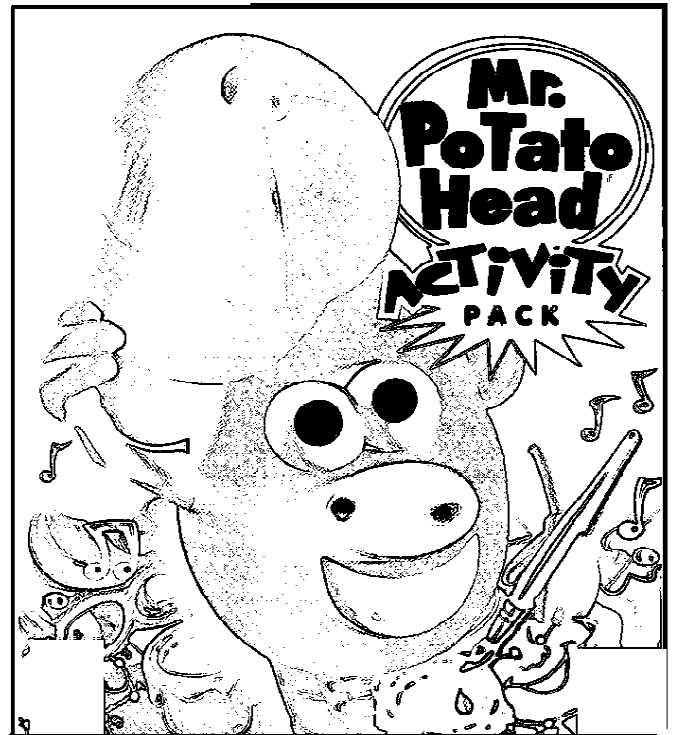


# Mr. Potato Head®

**Activity Pack**  
CD-ROM



One of the world's most popular toys now stars in this fun activity-pack program created especially for preschoolers. Kids can solve, paint, and make hundreds of their own Mr. Potato Head pictures, puzzles, and disguises. Activities rich with music, art, and classic Mr. Potato Head humor bring all the joy of playing with Mr. Potato Head to a new level of fun. Kids can print their greeting cards, posters, coloring books, and puzzles and even create costumes for Mr. Potato Head to wear away from the computer. It's an activity pack full of fun, exciting games and challenges, sure to keep kids entertained for hours.



## Target Market

Children 2 – 7

## Key Features

- 5 activities and 3 skill levels
- Great music, fun sounds, and lively spud humor
- Animated rewards reinforce word associations
- Special art module makes puzzle painting easy
- Print features for play away from the computer
- Includes Mr. Potato Head hit song, "One Hot Spud"
- Hybrid CD-ROM (Mac & Windows)

## Marketing Support

- Print and TV advertising
- In-store merchandising
- Preschool seeding program
- Core brand tie-ins

## Core Brand Information

- Universal Mr. Potato Head popularity
- 45th Year Anniversary in 1997
- Surge in popularity from Toy Story movie
- License program includes books, toys, and clothing

## Platforms

- Windows 3.1 & 95
- Macintosh

## Package size

9" x 10 1/4" x 1 5/8"

Case Pack: 6

