



**Media Contact:**

Grant Deady

Zeno Group

(312) 396-9734

[grant.deady@zenogroup.com](mailto:grant.deady@zenogroup.com)

**New Xia-Xia™ Will Cha-Cha into Children's Hearts This Holiday Season**

*Cepia LLC introduces new line of hermit crab toys; already named one of hottest toys for 2011*

St. Louis (September 27, 2011)—The wacky world of hermit crabs is coming to life in a whole new way thanks to the magic and imagination of toy maker Cepia LLC. The new Xia-Xia™ (pronounced shah-shah) toys are cute little robotic hermit crabs that dance and play!

Xia-Xia™ are skitter-scattering, pitter-pattering, loveable, crazy crabs with colorful shells to collect and trade. They combine the silly charm of a real hermit crab with an imaginative, playful twist. Kids find hermit crabs appealing for numerous reasons, including their colorful shells, tropical habitats, and silly crawl. Xia-Xia takes these features to the next level by bringing alive a fantasy world of color, magic, and collectability for kids of all ages to enjoy. Plus, each shell comes with a silly little friend surprise that adds to Xia-Xia fun.

“Our goal is to always have our toys be a favorite with kids and a good value for parents” said Russ Hornsby, CEO of Cepia LLC. “Xia-Xia hermit crabs have colorful shells, silly behaviors and exotic habitats, all of which are fun for kids. Then we added in surprise and collectability, along with a good price point. We think it’s a winning combination”

Distribution is already underway and early buzz indicates Xia-Xia will be another big hit from Cepia LLC. Toys “R” Us named Xia-Xia to its 2011 “Hot Holiday Toy List” before the product has even hit shelves and consumer inquiries on when and where Xia-Xia will be available is starting to mount.

Based on a Carnivale theme, Xia-Xia™ (pronounced Shah-Shah, rhymes with Cha-Cha) consists of four colorful, collectible hermit crabs that love to dance and play. Kids can start a parade by pressing its claw and watching it do its wacky walk. The Xia-Xia™ crew features four colorful, loveable, crawling hermit crabs with removable, collectible shells, including –

- Bimini with her pink polka-dotted shell and flirty eyes
- Trinidad with his grey skull-spotted shell and orange body
- Turks with her red shell and girly pink bows
- Tobago with his rough-and-tumble blue exterior and boyish grin

Each Xia-Xia™ character comes with a little friend inside its shell! Just like real hermit crabs, these critters love to switch and swap their shells. An additional 12 collectible shells come in candy-colors and contain a bonus of two little friends! Three different habitat playsets complete the line, and provide fantastic fun for Xia-Xia play!

### **Xia-Xia™ Background**

Xia-Xias hail from the mystical land of Xia-topia, where the carnival runs all day and night. There the Xia-Xias join together dancing and singing to their favorite samba songs. Ornatly decorated with their shells as their costumes, colors flash as they skitter scatter back in forth in a parade-like fashion. With their little friends at their side, Xia-Xia love to dance and play.

### **Xia-Xia™ Playsets**

The magical world of Xia-Xia comes to life with the new Xia-Xia playsets! Kids will love watching as Xia-Xia plays in the three colorfully decorated rooms of the Rio de Trio Village. Kids and their Xia-Xia can have magical adventures with the colorful detailing and picturesque interior of the Copacabana Playset! Place Xia-Xia in the Confetti Cottage to take them on the go. For an added bonus, the Copacabana Playset and Confetti Cottage connect, encouraging kids to create their own spectacular Xia-Xia world!

Xia-Xia will be available at select major retailers in October 2011. Xia-Xia hermit crabs, playsets, and accessories range in price from \$4.99-\$19.99, ages 4+.

### **About Cepia LLC**

Headquartered in St Louis, Mo., Cepia LLC is a privately held company that manufactures toys and games for children of all ages. The company was founded on the premise that sufficiently advanced technology is indistinguishable from magic. Ingenuity, creativity, playfulness and passion are the heart of Cepia and everything it creates. Cepia's toy building enterprises include: Glo-E™, ZhuZhu Pets®, Kung Zhu™, ZhuZhu Princess™, ZhuZhu Babies™, ZhuZhu Puppies™ and their newest ventures, DaGeDar™ and Xia-Xia™. ZhuZhu Pets has received top honor Toy of the Year recognition in seven countries, including 2010 "Toy of the Year," "Most Innovative Toy" and "Best Girls Toy" at the 2010 TOTY Awards in the U.S. All toys from Cepia LLC are sold globally through national chain retail outlets and independent toy stores. For more information, please visit [www.cepiallc.com](http://www.cepiallc.com), [www.zhuniverse.com](http://www.zhuniverse.com), [www.dagedar.com](http://www.dagedar.com), and [www.xia-xiapets.com](http://www.xia-xiapets.com)

###