



ALEXANDER DOLL COMPANY LAUNCHES NEW E-COMMERCE WEBSITE
Madamealexander.com becomes an online shopping destination for
Madame Alexander doll collectors

June 1, 2010 – New York, NY - Doll enthusiasts across the country will have the world of Madame Alexander® dolls at their fingertips as Alexander Doll Company, Inc. launches its new e-commerce website in June 2010. The new portal will allow Madame Alexander fans to easily purchase dolls from current collections of collectible, play and baby dolls directly from one central, convenient location. In addition, visitors will get an in-depth look into the history and unique features of the 87-year-old company.

This total redesign and enhancement of www.madamealexander.com will attract new customers and provide a wide audience of doll collectors with online shopping and access to all Madame Alexander experiences. Madame Alexander's authorized retailers will be participating in this exciting direct to consumer sales e-commerce site as Madame Alexander/Shopatron fulfillment partners.

Visitors to Madame Alexander's new virtual world will encounter a streamlined website that can be easily navigated. Separate categories of collectible, play and baby doll, size and age range, and further subcategories of doll collections make searching and purchasing highly accessible. Special features such as 'zoom' and '360 degree' viewing capabilities allow for detailed close-ups of Madame Alexander dolls' artistry and intricate costumes. With current collections of Fancy Nancy™, Peanuts™, Pinkalicious™, Jason Wu and The Wizard of Oz™ dolls (and more!) available with just a couple of clicks, madamealexander.com will become a wonderful resource for collecting and gifting.

This site will also feature a visually stimulating and engaging intro, up-to-date company news, a statement on toy safety and a current listing of Madame Alexander dealers. Users will find more thorough information about the Madame Alexander Heritage Gallery™ (showcasing dolls from throughout the company's history), the Madame Alexander Doll Hospital (the first in the United States), the craftsmanship of Madame Alexander dolls, and the Madame Alexander Doll Club®. Visitors will still have the opportunity to sign up for Madame Alexander's e-newsletter.

Alexander Doll Company, Inc. is a New York-based company now celebrating its 87th Anniversary. It is Alexander Doll Company's mission to continue the tradition, elegance and innovation of its founder Beatrice Alexander. Madame Alexander dolls include a full line of fine quality, handcrafted collectible, fashion, baby and play dolls. The company has been responsible for a series of "firsts" that have shaped the doll world and defined Madame Alexander as a pioneer of style and quality in this industry. Alexander Doll Company, Inc. is controlled by Gefinor, a New York-based private equity firm.

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Contact:
 Shari Harel
 Sally Fischer Public Relations
 330 West 58th Street, Suite 509
 New York, NY 10019
 P: 212-246-2977
 F: 212-246-8116
 Email: shari@sallyfischerpr.com