

# DEMDACO®

*lift the spirit*

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DEMDACO introduces  
Princess of Beverly Hills™,  
every girl's new best friend

DEMDACO®, the Leawood, Kansas-based design firm specializing in gift and home décor products, is tickled pink to introduce a glamorous new pooch to its line of children's plush toys and gifts.

Princess of Beverly Hills™ is a real life Maltipoo who's creating a buzz on social media. The runt of the litter who is adopted and moves to Beverly Hills, Princess grows up to be a smart, caring, beautiful, talented puppy who is living a happily-ever-after, fabulously pawfect life. Her trademark pink fur, fashionable bows and jeweled collars delight little girls attracted to all things fun, frilly and pink. Her adventures entertain over a quarter of a million fans on social media.

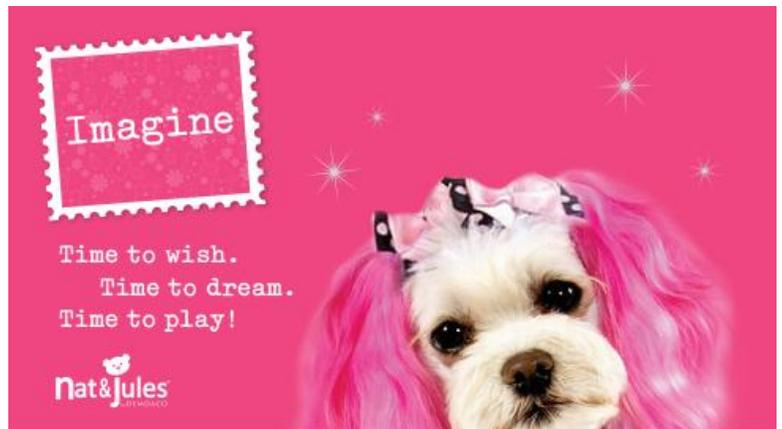
DEMDACO, in collaboration with Princess' owner Stacey Whitmore, is delighted to bring this charming pink-and-white pooch into little girls' homes with an adorable plush resemblance of Princess, as well as toy accessories, including a Palace Play Set, Plush Carrier Set, and more, encouraging creative play with the Princess character. The plush Princess features the finest materials, including upscale, brushable hair for ears and paws. Princess teaches by example, to promote good manners, helpfulness, and compassion. MSRP \$15 - \$30

The most pawfect pooch in Beverly Hills. *"Princess knows it's how she treats others that matters most."*

Meet Princess at Toy Fair

- DEMDACO® Booth # 5463
- Sunday, February 14<sup>th</sup> at 2:00 pm

Princess of Beverly Hills™ and 90210 Dog™ are trademarks of Exclusive Source International, LLC.



*Princess  
of Beverly Hills™*

A real life  
fairytale about  
an adopted pooch  
who lives a happily  
ever after, fabulously  
pawfect life.

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For more information, contact your Account Executive, visit [demdaco.com](http://demdaco.com), phone Customer Care at 888.336.3226 or email [customercare@demdaco.com](mailto:customercare@demdaco.com). For editorial or PR inquiries, or to request images, please email [DEMDACOpres@demdaco.com](mailto:DEMDACOpres@demdaco.com).

## **About DEMDACO®**

DEMDACO's purpose statement is very simple; to pursue business the way it ought to be. We realize that this compass setting requires constant evaluation and calibration, and we realize that we fall short of our goal every day. But we're committed to the notion that business does not have to be solely a financial endeavor. It is first, and foremost, a human endeavor.

Founded in 1997 by Demi and Dave Kiersznowski, DEMDACO offers a hand-selected collection of tailor-made products that celebrate how people live in their homes, engage with family and friends, and treat themselves. The special assortment of unique designs includes products for gifts, home & garden, fashion & jewelry, baby & kids, bath & body, holidays and celebrations.

For more information about DEMDACO products, please contact Customer Care by phone at 888.336.3226, email [customercare@demdaco.com](mailto:customercare@demdaco.com), or visit the DEMDACO web site at [DEMDACO.com](http://DEMDACO.com). Visit our DEMDACO showrooms in Atlanta, Dallas, Las Vegas and Denver.

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