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**ALLSTAR PRODUCTS GROUP UNVEILS PINK SNUGGIE™ BLANKET WITH SLEEVES;
DONATES TO THE BREAST CANCER RESEARCH FOUNDATION®**

Hawthorne, NY (May 26, 2009) – Beginning this fall, consumers can don America's favorite blanket with sleeves while contributing to a good cause. Allstar Products Group, a leading direct response and consumer products company, today announced the release of its new limited edition Snuggie™ Pink blanket for Breast Cancer and a partnership with The Breast Cancer Research Foundation (BCRF).

Limited Edition Snuggie™ Pink blanket for Breast Cancer is the same popular As-Seen-On-TV blanket with sleeves that has swept the nation, but comes in a symbolic pink color to raise awareness for breast cancer, while also keeping bodies warm throughout the winter months. Also, Allstar Products Group will donate a sum of \$50,000 to The Breast Cancer Research Foundation on behalf of this product, to aid in the organization's various research and awareness programs.

"The Breast Cancer Research Foundation is an amazing organization that consistently makes significant leaps in research, treatment and awareness of this disease," said Anne Flynn, Director of Marketing for Allstar Products Group. "We are honored to be able to help BCRF in its mission through a two-tiered approach - a monetary donation to aid in research and the introduction of Snuggie™ Pink blanket to raise public awareness."

"The Foundation is honored that All Star Products Group shares our vision of a world without breast cancer," said Robbie Finke Franklin, Director of Marketing for The Breast Cancer Research Foundation. "While the donation will support innovative clinical and translational research at leading medical institutions worldwide that will help lead to prevention and a cure in our lifetime, the Snuggie™ Pink blanket will help to increase public awareness about good breast health."

Snuggie™ Pink blanket with sleeves will be available this September for \$14.99 at retailers nationwide.

For more information on Snuggie™ blankets, please visit: www.SnuggieFanClub.com. For more information about The Breast Cancer Research Foundation, please visit: www.bcrfcure.org.

About The Breast Cancer Research Foundation®

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c) (3) organization dedicated to funding innovative clinical and translational research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. In October 2008, \$34.5 million was awarded to 166 scientists across the United States and in Australia, Canada, Latin America, the Middle East, and throughout Europe.

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And for the eighth consecutive year, BCRF received Charity Navigator's highest rating, four stars, thus outperforming over 99% of the evaluated charities, while the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades.

About Allstar Products Group

Allstar Products Group, LLC is a leading direct response and consumer products company making quality products available to U.S. and international consumers through direct response television as well as internet, direct mail and retail channels. Snuggie™ Blanket with Sleeves is a trademark of Allstar Products Group, LLC.

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