

## Media Clipping

COMMUNICADO  
BEYOND THE LINE

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The advertisement features two Hallmark Recordable Storybooks: 'Twinkle, Twinkle, Little Star' and 'My Little Princess'. Below the books is a 'Bright idea' callout box with the heading 'Let's talk books'. The text reads: 'Half of all four-year-olds are read to by Mum or Dad most nights of the week, but what about the times you just can't be there? If you're working late or away on a trip, Hallmark Recordable Storybooks are a nifty solution, allowing you to record your voice right into the book. There are four beautifully illustrated stories to choose from, including *Twinkle, Twinkle, Little Star* by Scott Emmons and *My Little Princess* by Tom Shay-Zapien. Available from [www.hallmark.com.au](http://www.hallmark.com.au), rrp \$34.95.'

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