

FOR IMMEDIATE RELEASE:

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FOR THOSE WHO CAN BE HAPPY, A NEW KID ON THE ELECTRONIC BLOCK
The Ñañaritos™ arrive on the educational e-book scene.

Moveable Code, Inc. and C•Mar Corporation have just signed a licensing agreement to use the Ñañaritos™ characters in a Step by Story™. Three Ñañaritos™ from the brand's 2011 line "A New Dream" will be the main characters: Jos™, Ocis™, and Yuyu™. The Ñañaritos™ are creatures that cannot be seen unless the person looking at them has the ability to be truly happy. They are beautiful emotions contained in colors and shapes that bring happiness to those who see them.

Step by Story™ is a unique, high quality eBook format built on the principles of early childhood education. It uses a build-your-own story format to deliver child-driven learning through play, for pre-readers and early readers (ages 1.5 to 6).

"For me, this is the best possible vehicle to launch my brand. It is educational, colorful, well manufactured, and focused on the child's best interest. My Ñañaritos™ are beautiful emotions portrayed as children creatures, so this is a perfect match." says Marian Carro, creator of the Ñañaritos™ characters.

Designer Marian Carro launched her characters, the Ñañaritos™, as a brand in 2010 following the advice of family and friends who have privately enjoyed the colorful hand painted creatures for more than 20 years. The characters are on display at www.nanaritos.com.

C Mar Corporation handles all Ñañaritos™ product development, licensing sales, and marketing from its headquarters in Puerto Rico. C Mar Corp offers licensing opportunities in the areas of apparel & fashion, accessories, gifts, novelties, office and school supplies, publishing, stationery, paper goods, crafts, and more.

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For more information about this topic, or to schedule an interview with Marian Carro, please call Yasmin Rodriguez at 787-378-1781 or email Yasmin at yasmin@cmarcorp.com.

