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FOR IMMEDIATE RELEASE

**Wilton Introduces Abby Cadabby™ Party Designs**  
*Create a magical event with the newest Sesame Street character!*

Woodridge, Ill. – (January 2008) – Looking for an enchanted party theme for your preschooler? Think cute, lovable Abby Cadabby, the 3-year-old fairy-in-training who is the newest star on Sesame Street. Next, think Wilton, a leader in cake decorating for 80 years, which is introducing a new line of Abby Cadabby themed baking, decorating and party products.

Start the party planning with the Abby Caddaby Cake Pan (\$12.99). The detail in this aluminum single cake mix size pan perfectly depicts Abby Cadabby right down to the magic wand she waves to cast her magical spells for all good. Decorating the cake is especially easy with the 4-color icing color set (\$4.99).

Complete the party theme with the full variety of Abby Cadabby products:

- Abby Cadabby Candle - \$3.99
- Fifty standard baking cups; the perfect snack holder as well as for baking cupcakes and muffins. Suggested retail \$1.69.

- more -



*Wilton Introduces Abby Cadabby™ Party Designs – add one*

- Abby Cadabby Icing Decorations instantly decorate cupcakes, cookies, ice cream and cake. Nine on each card - \$2.49
- Abby Cadabby Treat Bags; 16/pkg - \$1.99

Abby Cadabby cake decorating and party products are available at a variety of retailers across the country or online at [www.wilton.com](http://www.wilton.com).

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Wilton Enterprises, headquartered in Woodridge, Ill., has been a leader in cake decorating since 1929. Today, the company is also the market leader in cake, candy, cookie, wedding, bakeware, and home celebration products. From the hottest licensed characters to specially shaped holiday products, Wilton offers cake pans, cookie cutters, baking cups and traditional pastry decorating tools. For the latest information on Wilton products and ideas for all occasions, visit Wilton online at [www.wilton.com](http://www.wilton.com). To locate the closest Wilton Method Cake Decorating classes, call 800-942-8881. Sesame Workshop®, Sesame Street® and associated characters, trademarks and design elements are owned and licensed by Sesame Street Workshop. ©2008 Sesame Workshop. All Rights Reserved.