



NEWSLETTER



BEANIE BABIES
OFFICIAL CLUB

CUDDLY CRYSTAL
Beanie Boppers™

CLUBBY EDITION
JINGLE BEANIES™



Add these Beanie Babies
Official Club exclusives
to your collection.
See offer inside.

CLUBBY IV
Beanie Buddies™



It's Our Birthday—Share Our Story

It's hard to believe that it's been over 15 years since Ty Warner began manufacturing plush animals! Now the Ty brand is recognized all over the world...but how did it all start?

In 1986, Ty Warner founded Ty Inc. and from the beginning he had a plan...to give consumers outstanding products at a great value! His motto, "We make the finest plush in the world...affordable", is a standard he has kept throughout the years. He began with a single cat named Angel. He started with a cat because he knew they were the hardest to make. If he could make a cat...then the rest would be easier! Angel (pictured here) was white, but was once also available as a Himalayan cat. Ty and his staff hand-painted Angel's fur to give her a realistic Himalayan look, allowed it to dry overnight, then hand brushed it to make it purr...fect.



Angel the Cat



Not only did Ty design all the products, he also was the only sales person! In the beginning he packed the orders and shipped the product from his very own home! One design soon became a collection and Ty's plush became popular so quickly, he had to expand into office space and a warehouse.

That was then...

Ty's business grew quickly because his ideas were so unique! He introduced distinctive "Poseable Plush" designs by creating a special "weighted" filling, sewn by hand into each item. Retailers could pose them on shelves and consumers loved them because, like no other plush in the world, each piece was super-soft, cuddly and filled with personality!



Beanie Babies, Ty's next unique idea, were launched in 1993 because he saw there was something missing in the marketplace. Consumers wanted a product that was fun, imaginative, and inexpensive that a child would love. Beanies were brightly colored and poseable, had cute names and were priced so children could afford them.

...this is now.

When Ty developed a brand new fabric called Tylon...Beanie Buddies were born! This unique fabric feels so silky it's almost impossible to put down. Today Beanie Buddies continue to be one of the most popular collections Ty has ever made!

Ty's philosophy is "Expect the Unexpected!" That's why in early 2000 the doll world welcomed its newest addition.....Beanie Kids! Unlike any other in the world, these dolls have soft-sculptured faces, detailed features such as rosy cheeks, belly buttons and little fingers and toes. Everyone knows Kids need clothes...so Ty created Ty Gear! And now Beanie Boppers complete the collection! (You can read all about them in this newsletter.)

You may ask, is there anything else that Ty Warner can do to top himself? How about ornaments? Check out the Jingle Beanies Collection at Ty Authorized Retailers near you! As for the future, what can you expect? You'll just have to stay tuned!



Look for Jingle Beanies at Ty Authorized Retailers!

BBOC Collector Kit



Introducing the new BBOC Collector Kit! You probably want Clubby IV to complete your collection...right? Then you need to visit your local Ty Authorized Retailer to purchase the BBOC Collector Kit! This kit contains Clubby IV the Beanie Baby in his own display case, information for people who would like to become new members of the Club, ordering guidelines for exciting exclusive BBOC products and a special surprise!

Each Clubby IV Beanie Baby wears an official BBOC button. You may get a gold button, a silver button or a multicolored button. And, Ty Warner himself actually autographed some of the buttons! A new BBOC Beanie Baby, a display case and perhaps a Ty autograph...what a great opportunity! But don't wait, they won't last long! Visit a Ty Authorized Retailer today!

From the desk of Clubby IV®

Hi, my name is Clubby IV and I am the new official spokesbeanie for the BBOC. It's been so busy this year that I couldn't find a minute to sit down and write a letter to you even though I couldn't wait to introduce myself! I'm so happy that I have the chance now! All of my other Clubby friends have told me about you, and I can't wait until I get to meet you! But now, I should tell all the latest news!



First, there's a new BBOC kit that you can find in a Ty Authorized Retailer near you! Read all about it in the article on this page! Read carefully...because there's a special surprise in store for you if you buy the new BBOC kit! (I'm inside and I'm special...but there's another surprise!) There's a new exclusive offer from the BBOC too! Can you believe there are three different products you can order for your very own? Of course, my pal Clubby IV Buddy is a "must have", but you also must see Cuddly Crystal and the Jingle Beanies Collection Clubby Edition! They're amazing and only available for a limited time. Just find the attached Exclusive Order Form and make your choice...simple as that!

Finally, we have some news we hope will make things a little less confusing for our dedicated Club members. Instead of the Platinum and Gold cards of years past, how about one card, one number and nothing more to worry about? Your new card with your BBOC number is attached below, so simply remove it and you're done. Your Gold or Platinum card can now be retired! When placing your order for the exclusive offer, be sure to have this new card on hand.



Membership Card

Wow...that was a lot of information! I told you we were busy! All of us at the BBOC hope that you enjoy your newsletter and the new exclusive offer just for our Club members. We have a lot more in store for you in the future, so take care and you'll be hearing from us soon!

Love,
Clubby IV

BBOC EXCLUSIVE OFFER

MAIL-IN ORDER FORM (US Residents Only)

Please Print Clearly

Membership #: _____
(See attached membership card for number.)

Member's Name: _____

- 1 Clubby IV Buddy \$10.00 plus S/H
or
- 2 Clubby IV Buddies \$20.00 plus S/H
- 1 BBOC Beanie Bopper \$9.00 plus S/H
or
- 2 BBOC Beanie Boppers \$18.00 plus S/H
- 1 BBOC Jingle Beanie Collection \$12.00 plus S/H
Clubby Edition (box of 4)
or
- 2 BBOC Jingle Beanie Collections \$24.00 plus S/H
Clubby Edition (box of 4)

Total # of items: _____
(Illinois residents will also be charged 6.75% state sales tax)

Credit Card Billing Information:

No checks or money orders will be accepted. Credit card payment only.

Cardholder Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Credit Card (circle one): AMEX VISA MC Discover

Card Number: _____ Exp. Date: ____ / ____

Signature: _____

Shipping Information:

Sorry we are unable to ship to P.O. Boxes, APO, AFO addresses or outside the United States.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Mail to: CLUBBY IV OFFER
P.O. Box 3128
Oak Brook, Illinois 60522

This offer is available to BBOC members in the U.S. from
September 24, 2001 through December 14, 2001.
Allow 8-12 weeks for delivery.

EXCLUSIVE OFFER!

We are proud to announce another exciting, exclusive offer available only to registered members of the Beanie Babies Official Club!



Availability:

- Clubby IV Beanie Buddy, BBOC Beanie Bopper and Jingle Beanie Collection (*Clubby Edition*) are available only to BBOC members.
- Maximum of two (2) each of Clubby IV Beanie Buddy, BBOC Beanie Bopper and Jingle Beanie Collection (*Clubby Edition*) per order.
- This offer is valid September 24, 2001—December 14, 2001.

U.S. Residents Only

Select one of the options below.

To Order:

1. For the easiest way to place your order, log onto the BBOC site at www.beaniebabyofficialclub.com or log onto www.ty.com and click on the link to the BBOC.
2. Call 1-877-797-8218
Monday through Friday 7a.m.-7p.m. CST or Saturday 8:30a.m.-4:30p.m. CST
Have your membership and credit card number ready.
3. Complete and mail the attached order form.

Payment:

- Payment may be made by credit card only. We accept American Express, Visa, MasterCard and Discover.
- No checks or money orders will be accepted.
- Shipping and Handling charges based on total number of items ordered:
 - 1 item \$5.40 • 2 items \$5.75 • 3 items \$6.00
 - 4 items \$6.30 • 5 items \$6.50 • 6 items \$6.75
- 6.75% mandatory state sales tax for IL residents.

Shipping:

- Please allow 8-12 weeks for delivery.
- Offer good while supplies last.

Check out our new web site—it's the place to be!

Have you visited www.ty.com lately? Well, if you have, you're sure to have noticed all the great new additions that we've made to the site to keep it the most fun and entertaining place to be! Aside from the popular continuing features like the Ty Talk message board, My Ty-Folio, Fun-o-Rama and Beanie Greetings, there are a few other things that you should definitely come and take a look at.

Introducing the BBOT—that's Beanie Board of Trade! This is the best place on the web to buy, sell or trade your favorite products.



It's very simple, and gives you the option of posting a reply to a message on the board or contacting the seller/trader directly. Lots of great Ty items are posted everyday...so take a look, you may just find that "special piece" that you were looking for!

Another new feature is the Ty Store. For the first time ever, there is a permanent place on the site for you to go to buy featured (and sometimes exclusive!) items... from the comfort of your own home! It's so easy too...just a few clicks and a new friend will soon be on his way home to you! Don't miss out!



You asked for it...you got it. Now you can "Ask Ty" any question that you would like to have answered...the sky's the limit! You ask the questions, and Ty himself provides the answers. Every week five questions are chosen from all those that are submitted. Vote for your favorite, one will win, so stay tuned for Ty's answer. Check the site often...it's lot's of fun!

We are very excited about all the new enhancements to www.ty.com and we're sure that you'll like them too! So come on over and take a look for yourself, because there's something for everyone!

FREE Ty Beanie Baby!

Have you heard the news? We recently launched our very own Ty MasterCard® Program and introduced M.C.Beanie, the Beanie Baby created exclusively for MasterCard. M.C.Beanie can be yours just for making a purchase using your Ty MasterCard one time, one place, anywhere in the world. And that's not all! Every purchase you make using your Ty MasterCard will earn points redeemable for Ty merchandise. Plus, you'll save with a low introductory rate on balance transfers and cash advance checks. All this plus no annual fee and 0% liability for unauthorized card use! This is one of the best credit card deals in the marketplace today.

We've made it easy to apply, just visit our web site Ty.com and click on the Ty MasterCard. Or call 1-800-883-8860 and mention priority code X6N3 or look for an application at your favorite Ty

retailer. Please see our application for all the details. You must be at least 18 years of age to apply.



BEANIE BABIES® OFFICIAL CLUB	
	Name _____
	Membership Number _____

