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FOR IMMEDIATE RELEASE

Fun and Function Named to the Philadelphia 100 for Second Consecutive Year

PHILADELPHIA– (November 7, 2011) – Fun and Function, Inc. (www.funandfunction.com), a company that offers affordable, playful, and therapeutic products for children with special needs, today announced that it has been named to the 2011 Philadelphia 100® list (www.philadelphia100.com) of fastest growing, privately held companies in Greater Philadelphia. After debuting on the list in 2010, Fun and Function has been named this year’s 32nd fastest growing company in the Philadelphia region. This comes on the heels of high profile coverage in national media outlets, such as Inc., Reuters and Fox News Extra.

“We are thrilled to once again be listed among Philadelphia’s most innovative growth leaders,” said Aviva Weiss, founder of Fun and Function, Inc. “It is a privilege to have a business that can truly make a difference in the lives of children with special needs and their families. We look forward to continued growth and the opportunity to provide therapeutic products that help kids fit in while also reaching their potential.”

As further evidence of the company’s dedication to this group of children, Weiss kicks off a new Podcast <http://talkingspecialneeds.com/special-needs-corner> tomorrow, November 8th, at 11:00 a.m. EST, that will provide occupational therapy advice to parents of children with special needs. Airing on Special Needs Talk Radio, the broadcasts, which will air weekly in the same time slot, will touch on issues such as how to use movement as therapy at home or school; identifying fun activities that develop social skills with the least amount of stress; and which sensory equipment has an immediate effect on calming a child down. Guests will include parents of special needs children, educators, pediatric therapists, doctors and community leaders. Each podcast will include Q&A time, in which parents can reach out to the hosts directly.

An annual project conducted by the Entrepreneurs' Forum of Greater Philadelphia, Philadelphia Business Journal and Wharton Small Business Development Center, the prestigious Philadelphia 100 tracks the fastest growing, privately held companies in Greater Philadelphia. This year’s rankings were unveiled on October 27th at the 23rd annual awards ceremony.

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About Fun and Function

Fun and Function (www.funandfunction.com) offers skill-building toys for children of every ability, promoting inclusive play at home, in school, and outdoors. Sold online and in toy stores nationwide, Fun and Function's award-winning line includes language and social skills games, dress-up, foam scooters and inflatable products for active play, a rocket ship space tunnel, collectible chewies, clothing and accessories for sensory input, and more. Recommended by parents, pediatric therapists, and educators, Fun and Function helps children achieve their best and have fun at the same time. For more information or a free catalog, visit www.funandfunction.com, call 1-877-341-8062 or connect via Twitter and Facebook.