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TMX Elmo's "Top Secret" Uncovered

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Video

Mattel is hoping it's the next "must have" toy this holiday season. TMX Elmo launches in stores today, the 10th anniversary of the original Tickle Me Elmo doll. They've kept the new doll's features such a big secret, stores didn't even get their shipments until late last night.

Our Jeff Kulikowsky was at Target in Clay early this morning to give Central New York its very first look at the doll. Does it live up to the hype?

The doll retails for $39.95 and comes with 6 AA batteries included. The box offers absolutely no clue about what the doll looks like, or what it does... it's supposed to be a total surprise. When you open a flap on the front of the box, Elmo reminds you, "No peeking!"

But purchase Elmo, and you can pull him out of the box and see what all the hype is about. When you tickle the furry red puppet's tummy, he laughs so much, he falls down. He may even roll onto his side. But unlike cheaper, flimsier toys of decades past... Elmo actually gets back up!

Jeff Kulikowsky was live at Target in Clay this morning. They are limiting customers to just 2 TMX Elmos each. Other stores like Toys-R-Us and amazon.com have been taking "pre-sale" orders, and displaying digital countdowns to Elmo's big debut.

Will there be a major rush for TMX Elmo? Will we see the dolls selling for hundreds, or even thousands of dollars on Ebay, like the original dolls in 1996? Time will tell. As of Tuesday, we've got 96 days to go until Christmas.

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