

They love horses, don't they?

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Pretty ponies that you can play with online are the concept behind Bella Sara trading cards.

And the horses don't fight. While Pokemon and Dragon Ball Z trading cards caught on among boys, there was never a similar fad for girls. Bella Sara, from Hidden City Games, aims to fill the void.

The brand, which started national distribution last year, has had more than 1 million visits to its Web site at www.bellasara.com.

On the site, where membership is free, kids can play nonviolent games, like "cloud jumper," and groom their collections of horses at the ranch. Each card has an activation code, used to register the pets online.

A five-pack of cards costs \$1.99.

-- *Carrie Stetler*