



As a blank canvas toy on which artists and designers can cast their mark, Trexi is extremely flexible to work with. Its unique design and a rotating head offer a series of endless design possibilities for graphic designers, fashionistas and graffiti writers alike.

In Singapore, Play Imaginative is collaborating with Official Partner, F&N Coca-Cola (Singapore) Pte Ltd and co-partner, local streetwear fashion label Flesh Imp, through a series of exclusive local promotions. The Company will uncover exclusive versions of Trexis - *Rad Blastin'* and *Rex Blastin'* - for Coca-Cola, as well as funky "Flesh Imp" Trexis. A range of special promotions will be made available to Singaporean readers by way of tie-ups with various local media publications.

"We hope that these alliances with our various partners will not only give Trexi visibility within the local market, but also showcase Trexi's adaptability as a marketing tool," Mr Gan noted.

"More importantly, through these partnerships, we hope to engage more companies around the globe to deploy Trexi as an agent to promote their brands and products as the pervasive urban vinyl culture increasingly gains momentum throughout the world," added Mr Gan.

PlayTimes

Aside from the launch of the inaugural Trexi Series One, urban vinyl toy magazine 'PlayTimes', a monthly publication conceptualised and produced monthly by Play Imaginative will also be unveiled today. PlayTimes is the first urban designer toy magazine produced in Singapore which is dedicated to introducing readers to the latest toy concepts and character designs around the world.

"We envisage that 'PlayTimes' will serve not only to educate and generate interest amongst our target publics, but also catalyse the generation of new ideas within the urban vinyl toy industry. At the same time, it serves as an effective communication medium with a global reach to designers and collectors alike. Through 'PlayTimes', we also aim to provide a deeper insight into the role of designer toys as an effective means of marketing and branding," Mr Gan noted.

Official Launch – 16 April 2005

To commemorate the official launch of Trexi Series 01, renowned Sydney-based artist Jeremy Andrew (otherwise known as "Jeremyville") will indulge in a paintfest of sorts in the form of an 'on-the-spot' mural together with local artists right here in Singapore.



Measuring 2.8 meters by 2 meters, the mural will feature a fusion of Coca-Cola's brand and corporate colours, Trexi, and Jeremyville's design concepts, as well as a space for guest signing. Consumers can catch Jeremyville and the local artists at the Coke Red Lounge (Cathay Cineleisure Orchard, Level 5) for the paintfest on 15 April anytime between 11:00 am and 5:00 pm.

In addition, celebrated artists Devilrobots (Japan) as well as Francis Lee (UK), creator of 'Tales of Midnight', Jeremy Andrew (Australia) and Darren Gan (creator of Trexi) will be present at the launch (2:00 pm – 3:30 pm and 6:00 pm – 7:30 pm) for an autograph session.

During the launch, Singapore consumers will be treated to the following exciting promotions:-

- *"Flesh Imp" Trexi Redemption:* 50 lucky readers of You-Weekly (issue dated 11 April) can redeem an exclusive "Flesh Imp" Trexi when they present their Trexi cut-out at the public launch.
- *Cathay Cineleisure Free Trexi Redemption:* Members of the public who spend S\$50.00 or more in a single receipt on 16 April 2005 at Cathay Cineleisure Orchard will receive a free Trexi.
- *Redeem "Rex Blastin" Trexi:* On 16 April, the first 30 readers of The New Paper can redeem an exclusive *Rex Blastin'* Trexi.
- *"Vote your favourite Trexi Series 01 Design":* From 12 – 30 April 2005, Singapore participants can cast a vote for their favourite design from Trexi Series 01 and stand to win full sets of Trexi Series 01 as well as exclusive Trexis.

Participants have to download a contest form from the following websites and send it to Play Imaginative via fax: 6536 4900 or email: contact@playimaginative.com.

- Coca-Cola website – www.cokeand3.com.sg;
- Flesh Imp website – www.fleshimp.com;
- ZoCard website – www.zocard.com;
- Juice Magazine website – www.juiceonline.com; and
- Play Imaginative website – www.playimaginative.com

Future Plans

Moving forward, Play Imaginative plans to work with more international and local partners centering on the concept of Trexi as a branding channel. The Company is currently in talks with Devilrobots for an upcoming project involving F&N Coca-Cola Singapore. Devilrobots, Tokyo-based inventors of the celebrated Tofu Oyako! Devilrobots, comprise a five man design team specialising in graphic and character designs, illustrations, motion graphics and web design.



Play Imaginative will also partner local free monthly, JUICE, which is dedicated to providing its readers with the latest in the entertainment and nightlife scene. Play Imaginative has plans to produce an exclusive "JUICE" Trexi as part of the upcoming Trexi Series 02. JUICE features the best in music and attitude, celebrities and streetside individuals, popular culture, technology, funk. With access to DJs, musicians, fashion gurus, artists, techno-wizards and industry movers and shakers, JUICE is highly regarded and enjoys a loyal following with a circulation of 30,000.

Furthermore, Play Imaginative will be working with ZoCard, Singapore to produce exclusive Trexis for their upcoming tenth anniversary. ZoCards are free, collectible postcards carrying various advertising messages to the desired target audience. Since 1995, ZoCard is the first and only award-winning free postcard advertising company capable of delivering over a million postcards a month to a network of over 380 high-quality venues with an excellent captive audience.

More details of these projects will be made available at a later date.

For more information, please visit www.playimaginative.com.

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About Play Imaginative

Play Imaginative Pte Ltd, a Singapore-based company, specialises in character and toy design. We not only design and develop unique, exciting and interesting characters for our clients, but also take in new ideas and concepts from the global toy, design and art communities to display, market, and develop.

Play Imaginative's flagship designer toy, Trexi, is a 3-inch tall action figure with a rotating head and articulated limbs which was designed and conceived over a period of three months. In its simplest form, Trexi is a toy that can be personalised in a variety of styles by different artists and designers working with different mediums. Play Imaginative also conceptualises, produces and publishes PlayTimes, a monthly urban vinyl toy magazine dedicated to introducing readers to the latest developments, the "what's hot and what's not", newest toy concepts and character design within the urban vinyl toy landscape.

Play Imaginative aims to be at the forefront of avant-garde design and toy production, in line with Singapore's macro-objective as Asia's leading hub for design excellence.

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