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Play Imaginative Whips Up Brand New *trexi* Products

- *From acclaimed designers Mori Chack, David Horvath and Semper-fi*
 - *Also introduces latest range of designer greeting cards*

Singapore – 20 December 2005 – Play Imaginative Pte Ltd (“Play Imaginative” or “the Company”), a Singapore-based toy and character design specialist, is pleased to announce that it has rolled out brand new *trexi* products, which include the following:-

- Gloomy *trexi****
 - Famed Japanese designer Mori Chack, known for his character Gloomy Bear, creates a crossover between his character and *trexi*. Limited to 1,000 pieces worldwide.
- Boner Christmas Freeze *trexi****
 - The creator of *trexi*, Darren Gan, brings you the Boner Christmas Freeze *trexi* - the perfect X'mas gift. Only 1,000 pieces available.
- Noupa Battle Damage Action Set***
 - From the creator of Ugly Dolls, David Horvath, comes this highly-exclusive adorable set-of-3 *trexi* figures comprising two open figures and one mystery figure. Only 500 sets available.
- Semper-fi Box Set***
 - Acclaimed French design team Semper-fi's set-of-3 *trexi* figures, and come with two open figures and one mystery figure. Get your hands on the limited 500 sets.

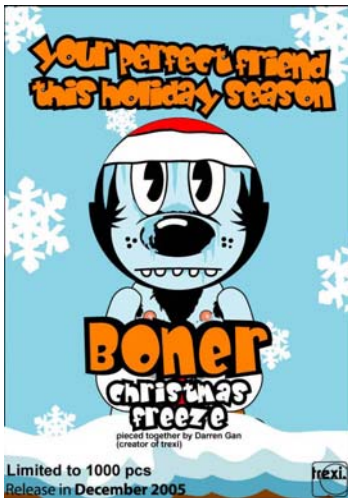
Following the successful launch of *trexi* Series 02 on 8 & 8 October 2005 which comprised 25 designs, these new products are now available in stores in over 25 countries worldwide.

In addition, the Company has introduced a range of **23 designer greeting cards** under its “Playink Cards” brand featuring famous designers and artists. David Horvath and Sun-Min Kim of Ugly Dolls fame have created their “Reindeer Gamers” and “Spider Boom” range of cards respectively, while Devilrobots of the Tofu-Oyako fame introduce their “Tofuoyako Greeting!” cards, as well as the Play Imaginative team, who have come up with a range of “*trexi* Kong” cards.

“After the launch of *trexi* Series 02, we have been keeping up the momentum to generate even more products for our consumers. Working closely with renowned designers around the world, we are committed to continually engaging our customers as the popularity of designer toys continues to grow worldwide,” said Mr Jacky Teo, marketing director of Play Imaginative.



Gloomy trexi
Mori Chack – Japan



Boner Christmas Freeze trexi
Darren Gan – Singapore

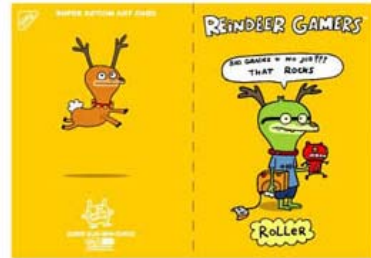
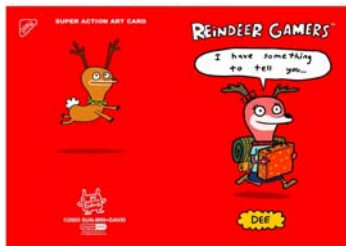


Noupa Battle Damage Action Set
David Horvath – USA



Semper-fi trexi Box Set A
Semper-fi – France

DAVID HORVATH'S
REINDEER GAMERS



SUN-MIN KIM'S
SPIDER BOOM™



KONG CARDS



TOFUOYAKO GREETING!!



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

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About Play Imaginative

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. The inaugural trexi Series 01 was launched in April 2005 in more than 20 countries worldwide followed by trexi Series 02 in October 2005.

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. PlayTimes is available in 2 languages and retailed in over 20 countries around the world.

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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