



FOR IMMEDIATE RELEASE

Gear Up For The Ultimate Football Match:

“We All Speak Football” *trexi* Series Blasts Into Worldwide Market

- Available at leading toy retail shops and Coca-Cola stores
- Meet the designers at Asia-Pacific roadshows in Taiwan, Hong Kong and PRC

Singapore – 31 May 2006 – Play Imaginative and The Coca-Cola Company kick off their first worldwide licensed program: the **“We All Speak Football” *trexi* series**. In a first-of-its-kind match-up, 25 *trexi* figures made up of a stellar cast of players, referees, goalkeeper and cheerleaders take to the field. From über-cool to trendy and cosmopolitan, these designer toys not only encapsulate the ideals of the Coca-Cola brand, but also reveal the passion behind the team of renowned designers for football.



The *trexi* series will ship worldwide to over 20 countries through Play Imaginative’s distribution channels which include leading toy retailers, as well as to selected Coca-Cola stores. Each *trexi* has a recommended retail price of USD\$12.00, and consumers can select the figures they would like to collect as each *trexi* comes in its own distinct package conceptualized by the respective designers.

trexi figures in this series also come with accessories such as a skateboard, as well as unique adornments such as a cut-out visor built into the packaging that can be clipped in place between *trexi*’s head. In addition, *trexi*’s rotating head is a classic feature that is known for its ability to lend a myriad of expressions to the figure.



In line with the launch of the program, Play Imaginative and Coca-Cola will be bringing the *trexi* series and selected designers across the Asia Pacific region with a series of roadshows in three locations – Taiwan, Hong Kong and the People’s Republic of China.

The series features celebrated names in the toy and character design industry such as Jon Burgerman (UK), DGPH (Argentina), Stephen Lau (Malaysia), Huck Gee (USA), Mori Chack (Japan), Devilrobots (Japan), Rolito (France), Winson Ma of Brothersfree fame (Hong Kong), as well as Huang Tzu Chiao, a popular talk-show host from Taiwan, and many more. Three 10-inch *trexi* figures designed by Touma, Winson Ma / Danny Chan, as well as Huang Tzu Chiao, will also be available to consumers. Visit <http://www.trexi.com.sg/weallspeakfootball.html> for more details on the designers.

Meet The Players Across Asia Pacific

Designers featured in the “We All Speak Football” *trexi* series such as Touma and Devilrobots will be present in Taiwan and Hong Kong respectively to grace the roadshows.

TAIWAN	HONG KONG	PRC
4 June 2006	9 – 11 June 2006	17 – 18 June 2006
Sogo (Taipei)	LCX (Tsimshatsui)	Mixc Mall (Shenzhen)
45 Zhong Xiao East Road, Section 4	Harbour City, Kowloon	Shennan Rd. East, Luohu District
1 pm: Official launch, thereafter open to public till 10 pm	Day 1: 3 pm - 4 pm: Media and VIPs Day 2: 1 pm - 9 pm: Open to public Day 3: 1 pm - 8 pm: Open to public	Day 1: 11 am - 1 pm: Media & VIPs 1 pm - 9 pm: Open to public Day 2: 1 pm - 8 pm: Open to public

Exciting Fanfare, Contests And Prizes

Consumers can look forward to a host of exciting fanfare, such as autograph sessions, exciting redemptions and contests.

- Taiwan**
 - Look out for exciting performances by local Taiwanese dancers and B-BOY, a breakdancing group.
 - ‘LIVE’ customization of a car by the designers based on “We All Speak Football” theme.
- Hong Kong**
 - A mystery version of a “We All Speak Football” *trexi* will be made exclusively available to LCX customers!
- PRC**
 - Members of the public will be invited to participate in activities such as:-
 - ◇ *trexi* design and customization contests
 - ◇ Football related games such as ball control skills

All activities feature attractive prizes up for grabs. In addition, the “We All Speak Football” *trexi* figures and a variety of Coca-Cola merchandise will be available during the roadshows at special rates.



"All of the designers that participated in this program clearly demonstrated their love for the game and the brand in very unique and creative ways. We think the entire collection looks wonderful and are very encouraged with the responses that we have started to receive around this program from fans around the world" said Mr Andrés Kiger, director of Worldwide Licensing & Retail Operations for The Coca-Cola Company.

Mr Jacky Teo, Business Development and Marketing Director for Play Imaginative said: "We're very pleased that the *trexi* brand can now be extended further to reach even more audiences with a wide range of individual and unique tastes, as represented by these 25 figures. It is extremely gratifying to know that consumers of many ages will be able to own works from some of the most talented character designers based on the *trexi* platform."

Look Forward To Other "We All Speak Football" Merchandise

Hong Kong-based watch designer, o.d.m., will also produce two special o.d.m. watches adapting the "We All Speak Football" *trexi* designs conceptualized by famed UK artist Jon Burgerman and popular Japanese design collective Devilrobots who are behind the Tofu range of toys. These watches, each bundled with the respective *trexi* figure, will be available at selected o.d.m. retail locations at the recommended retail price of USD\$130. For details, please visit the o.d.m. website: <http://www.odm-design.com>.



Designed by Jon Burgerman



Designed by Devilrobots

Vote Your Favourite "We All Speak Football" *trexi*

Get online now and vote for your favourite "We All Speak Football" *trexi* at <http://www.trexi.com.sg/weallspeakfootball.html>. Prizes such as full sets of the "We All Speak Football" *trexi* figures, and the "We All Speak Football" 10-inch *trexi* figures will be up for grabs.

The Story Behind "We All Speak Football" *trexi* Series

Taking the *trexi* figure as a canvas, 25 renowned designers conveyed their love for football and their 'story' in their individual styles, culminating in a definitive *trexi* collection based on a common theme: "We All Speak Football".



Centred on the concept of football as a 'common language' and a deep passion which brings people from all walks of life together, the *trexi* reflect the artists' impressions of what football and Coca-Cola mean to them. Packaged in their individual, unique boxes designed by the respective artists, each *trexi* includes design biographies and inspirations.

Coca-Cola & Football have been together for almost a century not for a coincidence. There are few things in this world full of divide that brings all sorts of people together, break barriers and establish a common ground where we are alike. Football is a common language that we all understand. No matter if we are Brazilian, Chinese or British, we all understand an amazing goal, the excitement, the glory... "We All Speak Football".

This program marks the beginning of an exciting relationship between Singapore-based Play Imaginative and The Coca-Cola-Company – Play Imaginative has been appointed as Coca-Cola's co-licensor over a 2-year period (ending 31 December 2007), which grants rights for the production and distribution of their designer toy, *trexi*. Play Imaginative is also certified to work with authorized licensees for the production and distribution of associated merchandise such as watches, sneaker shoes and T-shirts, amongst others.

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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. Visit www.trexi.com.sg today.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, The Coca-Cola Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.3 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.coca-cola.com.

Contact Information:

Play Imaginative Pte Ltd
 27B Circular Road,
 Singapore 049383
 Tel: (65) 6536 4700
<http://www.playimaginative.com>

Coca-Cola Asia Pacific
 38/F., Shell Tower, Times Square, 1 Matheson Street
 Causeway Bay, Hong Kong
 Tel: (852) 2599 1227
<http://www.coca-cola.com>

Mr Jacky TEO
 Business Development & Marketing Director
jacky@playimaginative.com

Mr Andres KIGER
 Director, Worldwide Licensing & Retail Operations
akiger@apac.ko.com

Ms Yiting FOO
 Marketing & Communications Manager
yiting@playimaginative.com