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## **Exciting new *trexi* and vinyl toys from Play Imaginative – first stop Singapore!**

- **pi. @gf.** exhibition at Singapore's largest shopping mall Suntec City from 30 June – 1 July 2007 for brand new PI products
- Special guest Mr Mickey Huang Tzu-Chiao from Taiwan to grace first day of PI show
- Japanese designers TOUMA and Furi Furi invited to Singapore for event

**Singapore – 28 June 2007** – If you've been looking forward to the latest slew of Play Imaginative toys, look no further than the island state of Singapore this June! PI will hold an exhibition in Singapore from 30 June to 1 July at Singapore's largest shopping mall, Suntec City – showcasing their latest products which have been brewing since October 2006. Selected products will also be on sale at the show. The event promises to be one of many 'firsts'!

- Show-goers in Singapore will be the first in the world to see an entire new range of PI's vinyl figurines such as Knuckle Bear, Grabbit, Adam Ape, and Backy & Bocky – as well as plush toys.
- Mr Mickey Huang, popular Taiwanese talk-show host will be gracing PI's show in Singapore for the first time.
- Japanese designers TOUMA and Furi Furi will be attending the show for the first time in Singapore.
- This is the first time PI is partnering with Suntec City to bring the world of designer toys to local audiences.

"We are focusing on big vinyl toys this year. Products such as the 18-inch Knuckle Bear and 16-inch TO-FU will be available at our show. We'll be working on more big vinyl toys in the range of 16-inch to 20-inch and even all the way up to 40-inch," said Mr. Jacky Teo, director of Business Development at Play Imaginative.

"Big vinyl figurines are actually very desirable to toy collectors and also very attractive in general. These will appeal to collectors and also anyone who appreciates good design, especially now that we see growing trends of displaying these figurines as art pieces in the home," Mr. Teo noted.

In addition, Mr Mickey Huang Tzu-Chiao will make a special guest appearance at the PI show on Saturday 30 June at 3 pm. An avid toy collector himself, Mr Huang will be here to promote the designer toy movement.

Mr Mickey Huang is a popular Taiwanese entertainment & variety show host. Mr Huang also produces various TV and radio programs that report on the Japanese pop music charts and provide the audience with a wide range of other information on the latest pop culture trends in Japan.



**trexi Series 03 and Coca-Cola “A Better Tomorrow” trexi Series**

PI will also be launching 2 new series of their flagship trexi figures – trexi Series 03 and Coca-Cola’s “A Better Tomorrow” trexi series at the show. Both series feature 25 designs and are sold in blind box assortment. trexi Series 03 has been long awaited since the last series in November 2005. Artists featured in trexi series 03 include Tokidoki (Italy), Mad Barbarians (Japan), Melovision (Taiwan – Melody Yeung, member of MACHI), DGPH (Argentina) and MSN as a corporate partner.

Coca-Cola’s “A Better Tomorrow” trexi series is a new urban designer program which called for submissions through an online design contest. Only the top 15 emerged winners in an online poll for the best use of expressing their passion for design and for the Coca-Cola brand by using their unique art styles and *trexi* to portray their vision of “A Better Tomorrow”. 10 other invited artists such as Tokidoki, Colorblok, JiJi, Mad Barbarians comprise the series. Selected winners also see their work featured on Coca-Cola bottles and other extended merchandise from partners such as Baleno, Oregon Scientific and o.d.m.

On top of all this, exciting promotions and redemptions are in store for the 2-day Singapore event including:-

- Toy store redemptions which will see a limited edition trexi figure up for grabs (not for sale)
- Autograph & mural sketching sessions
- Special Suntec City shopper discounts and promotions
- Competitions and Q&A sessions where great PI prizes can be won

More event details can be found at [www.playimaginative.com](http://www.playimaginative.com).

PI will also be exhibiting in Taipei Toy Festival from 5 – 8 July 2007 at booths A2 and A3 in Core Pacific City (京華城), Taipei, Taiwan. Visit [www.taipeitoyfestival.com](http://www.taipeitoyfestival.com) for more.

***Please refer to Annex A for a list of new products***

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***About Play Imaginative***

Committed to bringing cutting-edge character designs to audiences around the world, Play Imaginative is one of today’s premier toy manufacturers partnering with designers and brands around the world. Our trexi, vinyl and plush figures are versatile 3D platforms that can be personalised in a variety of inspiring, thought-provoking styles by artists of different genres. PI’s products are found in over 30 countries in over 1200 retail locations.

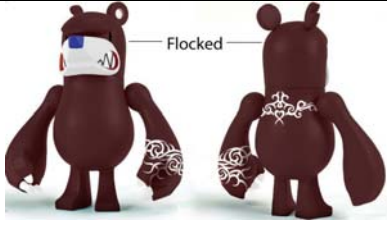





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**ANNEX A**

**Play Imaginative New Product List**

Product Name	Image	Size	Description
<b>Knuckle Bear</b> TOUMA's most famous figure, the Knuckle Bear, goes BIG! Bigger teeth, bigger snarl, and bigger knuckles!		18 inch	<ul style="list-style-type: none"> <li>Original version (Brown flock)</li> <li>Limited: 450 pcs</li> <li>Comes with serial number, art print &amp; certificate</li> </ul>
		18 inch	<ul style="list-style-type: none"> <li>San Diego Comic-Con version (Red Crest)</li> <li>Limited: 450 pcs</li> <li>Comes with serial number, art print &amp; certificate</li> </ul>
<b>Grabbit</b> TOUMA's Grabbit is packed in a unique shoebox packaging.  30 lucky persons will find a coupon with their Grabbit figure that allows them to win a limited edition Touma Grabbit T-shirt!		8 inch	<ul style="list-style-type: none"> <li>Original version (Pearl White)</li> <li>Limited: 300 pcs</li> <li>Comes with serial number, art print, certificate &amp; limited edition T-shirt for 30 lucky winners</li> </ul>
		8 inch	<ul style="list-style-type: none"> <li>Taipei Toy Festival Exclusive (Black Flock)</li> <li>Limited: 300 pcs</li> <li>Comes with serial number, art print, certificate &amp; limited edition T-shirt for 30 lucky winners</li> </ul>
		8 inch	<ul style="list-style-type: none"> <li>San Diego Comic-Con Exclusive (Wood Finish)</li> <li>Limited: 300 pcs</li> <li>Comes with serial number, art print, certificate &amp; limited edition T-shirt for 30 lucky winners</li> </ul>
		8 inch	<ul style="list-style-type: none"> <li>Blank DIY version</li> <li>Limited: 300 pcs</li> </ul>

<p><b>Backy &amp; Bocky</b></p> <p>The latest vinyl figure set from Japanese collective Furi Furi features a fun-filled dancing duo Backy &amp; his trusty sidekick Bocky, complete with maracas!</p>		<p>8 inch 4.3 inch</p>	<ul style="list-style-type: none"> <li>Original version</li> <li>Limited: 450 pcs</li> <li>Comes with serial number, art print &amp; certificate</li> </ul>
<p><b>Adam Ape</b></p> <p>Adam Ape is an awesome new vinyl figure created by Winson Ma, and the main character from his Apexplorers series. Adam is King of the Ape Empire and is strong, rational and loyal.</p>		<p>8 inch</p>	<ul style="list-style-type: none"> <li>Original version(orange)</li> <li>Limited: 450 pcs</li> <li>Comes with serial number, art print &amp; certificate</li> </ul>
		<p>8 inch</p>	<ul style="list-style-type: none"> <li>San Diego Comic-Con Exclusive (black)</li> <li>Limited: 450 pcs</li> <li>Comes with serial number, art print &amp; certificate</li> </ul>
<p><b>Zugan</b></p> <p>A spin-off of TOUMA's "Mephist Festa character", Zugan. Designed by Jim Koch of Circus Punks.</p>	 <p style="text-align: center; font-size: small;">Zugan Jim Koch Version</p>	<p>7.5 inch</p>	<ul style="list-style-type: none"> <li>Jim Koch version</li> <li>Limited: 500 pcs</li> </ul>
<p><b>trexi Series 03</b></p> <p>Designers in this series hail from both East and West, including DGPH (Argentina), Jeremyville (Australia), Tokidoki (Italy), Mad Barbarians (Japan), Alice Chan (Hong Kong) and many more.</p>		<p>3 inch</p>	<ul style="list-style-type: none"> <li>Sold in blind assortment</li> <li>Packaging designed by Jeremyville (Australia)</li> </ul>
<p><b>"A Better Tomorrow" trexi series</b></p> <p>15 of the best designs in an online design competition were chosen to be part of a brand new "A Better Tomorrow" trexi series alongside 10 of today's most celebrated character designers such as Tokidoki, Colorblok, Cupco and Mad Barbarians.</p>		<p>3 inch</p>	<ul style="list-style-type: none"> <li>Sold in blind assortment</li> </ul>