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LITTLE TRICKERS ESCAPE

23 December 2009 – WARNING: Madness and mayhem to come as news leaks about the Little Trickers' escape!

Created by Japanese designer, **Touma**, the gang of 16 tiny terrors known as **Little Trickers Mini Vinyl Series 1**, will be making their way around the globe, seriously affecting countless major cities. Experts are especially concerned about the United States, Europe and Asia, where the Little Trickers are expected to arrive in hordes, in late **January 2010**.

In the meantime, the public is advised to stay alert, and encouraged to capture as many as they can, to help ease the situation. "Don't be alarmed if you spot sharp teeth barring at you. Profile shots have been released to aid the identification and capture of the mini monsters. Rest assured we will do our best to keep the situation under control." Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

Get your hands on them, before they get their hands on you!

TOUMA'S LITTLE TRICKERS™ SERIES 1



SKUTTLE
CAMOUFLAGE



HELLHOUND
RED TATTOO



ANIBALLOON
GRAFF BEAR



MAO CAT



GRABBIT
WOOD



GAN GAN
DROP



SQUEEZEL



GRABBIT
CAMOUFLAGE



SQUEEZEL
ELECTRIC BONE



BONGA KONGA
B-BOY BLACK



SKUTTLE



SQUEEZEL
BY SPECIAL DESIGNER



ANIBALLOON
PINK MOON BEAR



GAN GAN



KNUCKLE JR.



GRABBIT
BY SPECIAL DESIGNER

#END#



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Little Trickers Mini Vinyl Series 1

Touma's most famous characters bare their teeth in this all new complete mini series! Redesigned into a cute mini scale, these monsters bring out feelings of love and terror with exaggerated features, moulded details, intricate prints, and bright colours.

See AniBalloon, Gan Gan, Hellhound, Bonga Konga and many others unleash their terror as 2.5" – 3.5" mini vinyls! Complete with crossovers and mystery figures, there are 16 Little Trickers in this series.



About Play Imaginative Pte Ltd

<http://playimaginative.com>

Singapore-based Play Imaginative is dedicated to toy and character designs of the highest caliber and aims to be Asia's premier producer and retailer of limited edition art toys, mass market toy-related products, and designer lifestyle products. The team endeavours to be at the forefront of avant-garde design concepts by bridging the gap between art, graphic and product design, pop culture, as well as a variety of products and services.

About Touma

<http://www.touma.biz>

TOUMA is a Japanese character designer who is renowned for his designs, including the wildly-popular Knuckle Bear, as well as Skuttle, Talons, Snout, Hell Hounds, BOO and many more.

TOUMA worked for a famous video game company for about 10 years and involved in producing games and creating characters. He became a free lance figure artist in 2002 and participated actively in art events to release his works in Japan. A toy maker found TOUMA's work in Design Festa 2002 (Japan) and released his most important work, KNUCKLE BEAR® in 2003. KNUCKLE BEAR® became well known to not only in Japan but Taiwan, Hong Kong, America and Europe.

