



Contact Information:  
Play Imaginative  
Mr Jacky TEO  
Business Development & Marketing Director  
jacky@playimaginative.com

Ms Daphne TAN  
Marketing & Communications Executive  
daphne@playimaginative.com

## COSMIC INVASION: HOROSTO-FU SIGHTED

**Singapore – 19 July 2010** – *HOROSTO-FUs* have been sighted in various regions, following news of a cosmic invasion by the TO-FU OYAKO earlier this year. The little critters are reportedly only 1.2 inches in height, with the various star signs decorated on their foreheads.



The *HOROSTO-FUs* are able to interchange their heads and bodies, or even stack a few together, thanks to an ingenious snapping system.

For astrology fans, this is definitely good news. Being able to mix and match their favourite *HOROSTO-FUs*, they are able to embody the various personality traits of the different star signs.

“The *HOROSTO-FUs* are very friendly, and love to hang out together. The snapping system enables them to spend time with each other. Who says you can only be one star sign? *HOROSTO-FUs* spread the message of love and togetherness.” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

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Mix and match *HOROSTO-FUs* as you like! They spread love and bring colour to your life!



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**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 the DEVILROBOTS**

<http://www.devilrobots.com/>

Established in 1997, DEVILROBOTS are a design team of five (5) from Japan that are well known for their whimsical, yet sometimes sinister characters and designs. Led by the Art Director Shinichiro Kitai (pictured right), DEVILROBOTS specializes in graphic and character designs, illustrations, motion graphics and web design. As the creators of the recognizable TO-FU OYAKO!, one of Japan's most popular contributions to the toy world, DEVILROBOTS has demonstrated how a simple character can be turned into a useful and emotive medium. With exhibitions held in Japan, New York, and Paris, they are highly recognized worldwide for their works. A little evil and robotic fun is their taste, and the original world of "Cute, but Toxic" is in effect.

