



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

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

PLAY IMAGINATIVE PRODUCT RELEASES @ THE SINGAPORE TOY, GAMES & COMIC CONVENTION 2010

Singapore – 06 December 2010 – Play Imaginative rolls out vinyl toy goodies for release at the Singapore Toy, Games and Comic Convention (STGCC) 2010.

“Play Imaginative recognizes STGCC as a platform for growing and bridging related industries. In addition to reaching our existing fans, we want to introduce urban vinyls to fans of related industries, like comics, video games, cosplay and anime,” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

In a bid to reach out to fans as well as create new ones, Play Imaginative releases a host of new collectible figures from popular artworks and characters by designers Mori Chack, the DEVILROBOTS, KennysWork and TOKIDOKI, as well as licenses Care Bears, and SpongeBob SquarePants.

Play Imaginative releases at STGCC 2010



4 inch Gloomy TO-FU (10th Anniversary Gloomy Edition)

To celebrate the 10th Anniversary of Gloomy, the ever popular Mori Chack and The Devilrobots create a mash-up of their signature characters in a special collaboration. Presenting the 4 inch Gloomy TO-FU, this pink punk packs a punch! 100% Japanese. Limited 1,000 pieces.



10 inch Copperhead Trexi by Kenny Wong

KennysWork’s take on the classic 16th century diving suit gets reinvented as the 10 inch Copperhead Trexi. Featuring a leather diving suit, a copper helmet, and plenty of knobs, this Copperhead Trexi is ready to explore the open seas!

A limited edition 10” Trexi designed by Kenny Wong.
 Only 17 pieces of the Silver Edition available! Super limited!



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3 inch STGCC Trexi
 Trexi celebrates the Singapore Toy, Games & Comic Convention 2010. Emblazoned in the STGCC colours of red and white, this STGCC Trexi is ready to roll in the pop culture goodness on the island they call sunny Singapore.
 A STGCC 2010 exclusive.



3 inch SpongeBob SquarePants Trexi
 Straight from Bikini Bottom comes SpongeBob SquarePants Trexi. Along with his nautical nonsense, his toothy grin is sure to give you a giggle and a wiggle. Blistering Barnacles!
 An exciting Trexi and SpongeBob SquarePants crossover!
 Only 1,000 pieces available.



3 inch Care Bears™ Trexi (Pearl Glitter Edition)
 The ever lovable Care Bears share sunshiney feelings of fluff and fun as pearl-shined Trexis! Bring on your Care Bear stare!
 With a special pearl glitter finishing and only 1,000 pieces available per design, the Care Bears Trexi is a limited edition collectible that will warm the hearts of all Care Bears fans!
 Available in six of your favourite Care Bears characters - Bedtime Bear, Cheer Bear, Funshine Bear, Good Luck Bear, Grumpy Bear & Love-A-Lot Bear.



10 inch BurgerBoss Trexi by Tokidoki
 Eat your meat! Tokidoki's 10 inch BurgerBoss Trexi burgers and bosses around! Make sure you eat up!
 A limited edition 10" Trexi designed by Tokidoki.
 Only 100 pieces of the Blue Edition produced! Super limited!

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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 Trexi

<http://www.trexi.com.sg/>

A locally designed toy created by Play Imaginative, Trexi has been personalised in a variety of styles by designers and artists from all over the world. With hundreds of designs produced to date, every Trexi is a piece of collectible art!

As a canvas art toy, Trexi can be customized by anyone. Blank Trexis are available in a variety of different heads, so equip yourself with markers, and you are ready to create your own Trexi too!

Available in 3 sizes, Trexi also serves as a corporate communication and branding platform. Time-honoured brands (such as Coca-cola, Nike and Motorola) have used Trexi to carry their messages - and you can too! Tell us your story with Trexi today.

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.



About Mori Chack

<http://www.chax.cc>

Born in Osaka, Japan on March 23, 1973, Mori Chack began his artistic career as a "street artist", selling original character postcards and stickers on the streets of Osaka from February 2000 to September 2001.

Chack's trademark is his deceptively "cute" characters that serve to deliver his personal brand of satirical humor and commentary on the world's contradictions and social issues. "GLOOMY-the naughty grizzly", "Kumakikai-super ecometal garboroid", "Podolly-the sheep in wolf's clothing", "Hang bear" are his globally known characters, just to name a few.



Mori currently resides in Shiubya, Tokyo.

About Simone Legno

<http://www.tokidoki.it>

Behind the cute and playful, yet sexy and sophisticated world of "tokidoki", is Italian character designer Simone Legno.

Legno's own lifestyle brand, tokidoki, features a wide range of popular products, including shirts, jewellery, designer toys and skate decks. The art of tokidoki is also recognized throughout the world from his collaborations with brands such as LeSportsac, Onitsuka Tiger, Hello Kitty and Forinara, just to name a few.

As one of the most popular figures in pop-culture today, Simone was also commissioned to design the creative concept for the Mercedes-Benz Fashion Week in L.A. (2005), as well as the Pool Tradeshow in Las Vegas (2006).



Play Imaginative Pte Ltd

627 Aljunied Road, #06-00, Pacific Building, Singapore 389837 Tel: (65) 6748 7828 Fax: (65) 6748 1885



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About KennysWork

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

Hailing from Hong Kong, Kenny Wong is the founder of Kennyswork, a Director at Brothersfree, and a member of the Hong Kong Society of Illustrators. Most well known as the creator of Molly, Kenny loves to paint and sculpt. His works have been on display at the Hong Kong Arts Centre, the Hong Kong Visual Art Centre, the Hong Kong Cultural Centre, the Korea Institute of Industrial Design and the University of Hong Kong's Museum. Kenny has successfully collaborated with companies such as Levi's, Standard Chartered Bank, Watson's, Nikon, Pringles, Nokia, odm, Coca Cola, Medicom Toy, and Disney.

