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PLAY IMAGINATIVE SUPPORTS JAPAN

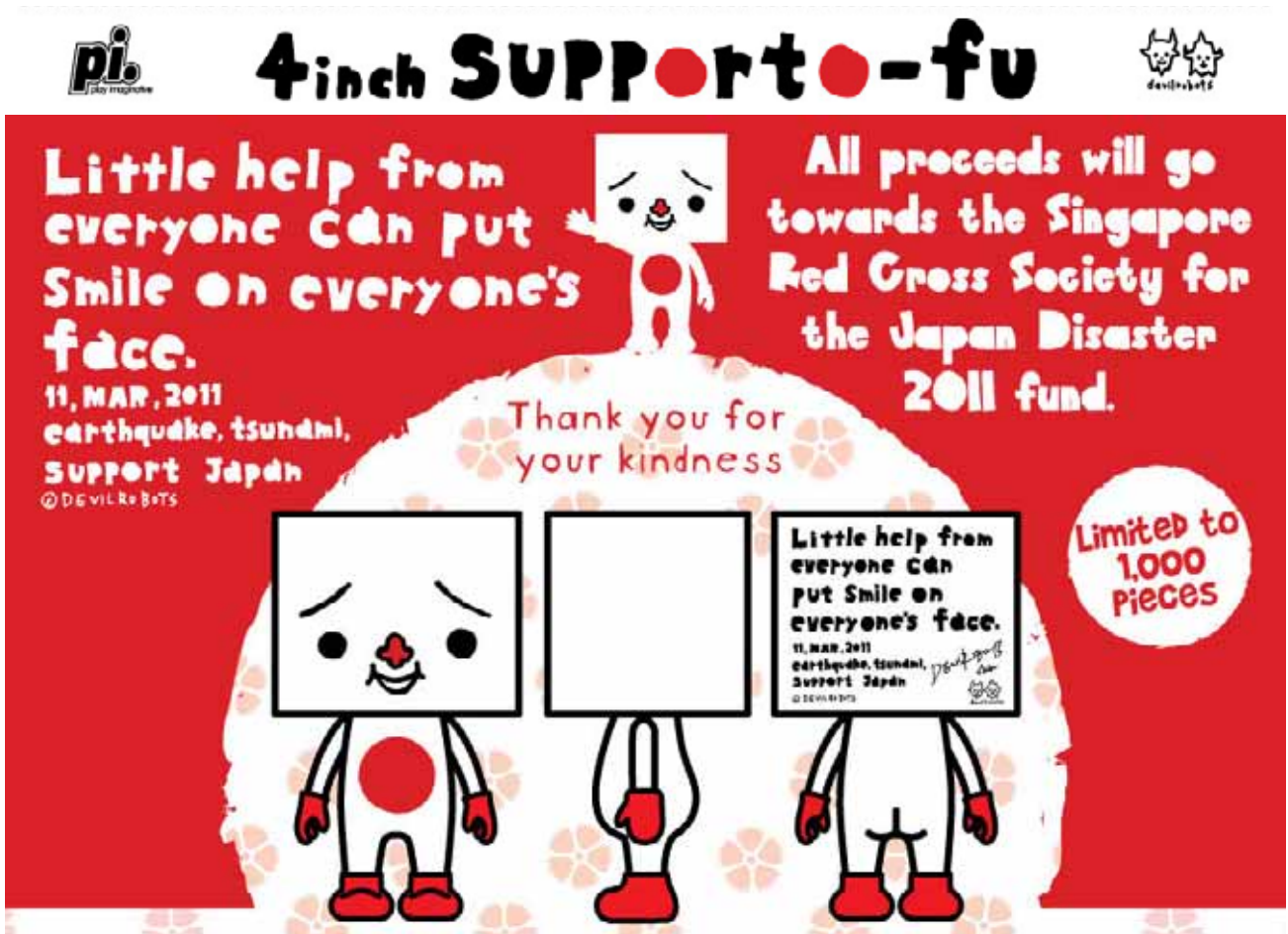
Singapore – 04 April 2011 – In an effort to support Japan in this time of need, Play Imaginative and the DEVILROBOTS present a special toy – 4 inch SUPPORTO-FU.

Designed by the popular Japanese design team, the DEVILROBOTS, all proceeds from the sale will go toward helping Japan, via the Singapore Red Cross Society, with Singapore-based toy design and manufacturer, Play Imaginative sponsoring the production costs.

“Play Imaginative works very closely with Japanese partners, so this is a very special project to us. We hope that all our retailers, consumers, and corporate clients alike, can support us in this campaign,” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

Each pledge of support is USD 16 / SGD 20 and is entitled to a 4 inch SUPPORTO-FU*, which arrives in Singapore in August 2011. To find out how to make your pledge, please visit www.playimaginative.com/supportjapan.html or email jacky@playimaginative.com with the subject header: SUPPORTO-FU

Play Imaginative and the DEVILROBOTS thank everyone in advance for their kindness and support in this difficult time for Japan.



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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.

