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PLAY IMAGINATIVE LAUNCHES NEW PRODUCTS AT TAIPEI TOY FESTIVAL 2011!

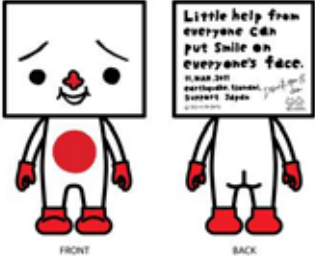

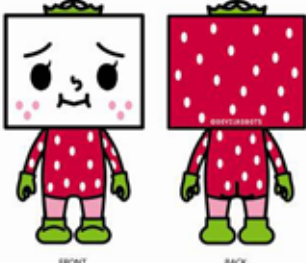

Singapore – 14 June 2011 – Singapore based toy design and manufacturer, Play Imaginative, launches a slew of new products at the annual Taipei Toy Festival 2011.

In a bid to reach out to fans as well as create new ones, Play Imaginative releases a range of collectible vinyl figures, as well as iPhone 4 Covers from popular artworks and characters by designers the DEVILROBOTS, Mori Chack and Joe Ledbetter.

“Play Imaginative sees the importance of the Taiwan market, and the relevance of launching new products at a toy show. In addition to reaching the toy community in Taiwan, we want to tap on an iPhone saturated market, allowing fans to carry their favourite urban designer art everywhere,” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

Japanese design team, The DEVILROBOTS, will also be present at the 4-day event, and autograph sessions will be held for fans to get their new merchandise signed.

Product Image	New Product	TTF Special Price
	<p>4 inch Gloomy TO-FU (10th Anniversary Gloomy Edition) By Mori Chack & The DEVILROBOTS</p> <p>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.</p>	NT\$500
	<p>4 inch Gloomy TO-FU Mix By Mori Chack & The DEVILROBOTS</p> <p>The dynamic duo strikes again! Mori Chack and The Devilrobots create a mash-up of their signature characters, this time with added detail! Gloomy sports a muzzle and stains from a fight, and the Son TO-FU drops by with a friendly wave.</p>	NT\$560

	<p>4 inch SUPPORTO-FU By The DEVILROBOTS</p> <p>Play Imaginative supports Japan with the very special 4 inch SUPPORTO-FU. All proceeds go towards the Singapore Red Cross Society for the Japan Disaster 2011 fund. Little help from everyone can put smile on everyone's face.</p>	<p>NT\$480</p>
	<p>4 inch Evirob TO-FU By The DEVILROBOTS</p> <p>The Devilrobots present you their most celebrated characters together as one. Evirob and TO-FU Oyako mix it up in a concoction reborn as Evirob TO-FU!</p> <p>Deep and dark and very far; Right where the weirdest things are; Evirob TO-FU is lurking around; Better beware! Before you get found!</p>	<p>NT\$540</p>
	<p>4 inch Strawberry Crown TO-FU By The DEVILROBOTS</p> <p>Designed by The Devilrobots, Strawberry Crown TO-FU is one of their most popular characters in the land of TO-FU Oyako. Featuring a special molded crown, she is surely the centre of the party!</p> <p>Sweet Strawberry Crown TO-FU Is as sweet as sweet can be! She puts on her crown, and flashes a smile; And then gives a little curtsy!</p>	<p>NT\$540</p>
	<p>4 inch Mr. Bunny-FU By Joe Ledbetter & The DEVILROBOTS</p> <p>The Devilrobots and Joe Ledbetter's most well-loved characters, TO-FU Oyako and Mr. Bunny, join the party to bring you the awesome Mr. Bunny-FU!</p> <p>Mr. Bunny eats TO-FU; It's yummilicious, and good for you! His head turned square, just like TO-FU; Be careful, or yours will too!</p>	<p>NT\$540</p>



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	<p>4 inch Sno-Bunny-FU By Joe Ledbetter & The DEVILROBOTS</p> <p>A unique collaboration by The Devilrobots and Joe Ledbetter, Sno-Bunny-FU makes you want to shower it with love!</p> <p>Sometimes it's cold, with freezing winds too; Sometimes Sno-Bunny-FU turns oh-so-blue. To keep himself warm, while looking cool; Sno-Bunny-FU wears pink mittens too.</p>	<p>NT\$580</p>
	<p>TO-FU Oyako iPhone 4 Covers with Printed Screen Protector By The DEVILROBOTS</p> <p>Funk out your iPhone 4 with your favourite urban designer characters! Comes with printed screen protectors to complete the look! Available in 4 yummy TO-FU Oyako designs.</p>	<p>NT\$700</p>
	<p>Maffly iPhone 4 Covers with Printed Screen Protector By The DEVILROBOTS</p> <p>Funk out your iPhone 4 with your favourite urban designer characters! Comes with printed screen protectors to complete the look! Available in 4 Maffly-licious designs.</p>	<p>NT\$700</p>
	<p>Evirob iPhone 4 Covers with Printed Screen Protector By The DEVILROBOTS</p> <p>Funk out your iPhone 4 with your favourite urban designer characters! Comes with printed screen protectors to complete the look! Available in 4 cool Evirob designs.</p>	<p>NT\$700</p>



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	<p>Gloomy iPhone 4 Covers with Printed Screen Protector By Mori Chack</p> <p>Spruce up your iPhones with your favourite urban designer characters! Available in 3 Gloomylicious designs.</p>	<p>NT\$700</p>
	<p>Trexi iPhone 4 Cover with Printed Screen Protector By Play Imaginative</p> <p>Spruce up your iPhones with Trexi - your favourite urban designer art toy!</p>	<p>NT\$580</p>

AUTOGRAPH SESSIONS WITH THE DEVILROBOTS

DATE/TIME	DETAILS
<p>7th July (Thursday): 16:00 to 17:00 17:00 to 18:00 18:00 to 19:30</p>	<p>Live Painting with Yucachin Signing session with Yucachin Signing session for PI 60 people with tickets.</p>
<p>8th July (Friday): 14:00 to 15:30 17:30 to 19:00</p>	<p>Signing session for PI 60 people with tickets. Signing session for PI 60 people with tickets.</p>
<p>9th July (Saturday): 14:00 to 15:00 16:00 to 17:00 18:00 to 19:00</p>	<p>Signing session for PI 40 people with tickets. Signing session for DR x BB TO-FU only Signing session for PI 40 people, only for SUPPORTO-FU</p>
<p>10th July (Sunday): 14:00 to 15:00 15:00 to 15:50 16:00 to 17:00 18:00 to 19:00</p>	<p>Signing session for PI 40 people with tickets LIVE Painting – main stage of TTF Signing session for PI 40 people, only for SUPPORTO-FU Signing session for DR x BB TO-FU only</p>

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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.



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 Joe Ledbetter

<http://www.joeledbetter.com>

Influenced by classic animation, graphic design, and daily life, **Joe Ledbetter's** art is... well... a lot of things. Light-hearted in its approach, he often combines cute and cuddly creatures with unfortunate - albeit humorous - situations. With a lean on the subversive and absurd, these scenarios are all too familiar, questioning our tendency of taking life (and ourselves) too seriously.

While working as a graphic apparel artist for three years, Ledbetter got involved in the Los Angeles underground art scene, beginning with group shows like Cannibal Flower. By the summer of 2004, he had honed his trademark visual style of emblematic line-work, vibrant colors, and endearing characters to the point of quitting his day job. His incredible cast of creatures have since been emblazoned on over 100 designer vinyl toys, as well as apparel and lifestyle brands, the world over.

