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Play Imaginative's Trexi Series 02 Comes To Town

- 2-day launch showcase features renowned designers Devilrobots (Japan) and Brothersfree (Hong Kong), among others
- Exciting Motorola, Nike, o.d.m. & Devilrobots mystery design figures in Series 02
 - Kia Motors sponsors a Kia Rio Hatchback to be 'customised' on-the-spot
 - Attractive prizes for grabs, including Creative's latest Zen MP3 players, Motorola's ROKR E1 mobile phones and o.d.m.'s range of OUT+ RE09 watches

Singapore – 10 October 2005 – Play Imaginative Pte Ltd ("Play Imaginative" or "the Company"), a toy and character design specialist, today announced that they will be launching Trexi Series 02 worldwide on 8 and 9 October 2005. Hot on the heels of its inaugural Trexi Series 01 launch in April 2005, the Company will be unveiling its second series with an exciting 2-day launch showcase at Cathay Cineleisure Orchard.



Trexi Series 01 (left) and Trexi Series 02 (right) : Conceptualised and produced by Singapore-based Play Imaginative, Trexi is a 3-inch tall action figure with a rotating head and articulated limbs, and is the first-of-its-kind canvas toy designed to be personalised in a range of styles by different artists and designers.

Trexi Series 02

Trexi Series 02 comprises a collection of twenty-five (25) designer toys. Designs in Series 02 feature renowned designer names such as Devilrobots, Jon Burgerman Furi Furi, Koa, Sun-Min, Voltaire, Danny Chan, Kylie Kiu and Ultraman, as well as celebrated brands such as Motorola, Nike and o.d.m.



Trexi Series 02 showcases a combination of designs with matt & glossy finishes which best enhance its features, and are based on individual designers' opinions and feedback. Trexi Series 02 also includes designs with metallic enhancements, as well as clear and glow-in-the-dark finishes. In addition, the series will include a number of unique "Open Mystery" designs* from acclaimed designers Devilrobots which will only be available through retail stores. Trexi Series 02 will be made available in more than 30 countries in more than 150 retail outlets worldwide.

** For more details, please refer to Appendix 1*

"We are very pleased with the reception that Trexi has been receiving worldwide; not only as a showcase for exclusive branding concepts, but also as a unique branding and marketing vehicle for companies. Following Trexi Series 01, we have managed to establish successful relationships with many corporate brands such as Motorola, Nike and O.D.M, corporate partners such as GES, as well as renowned designers worldwide. Trexi Series 02 promises to be bigger and better," said Mr Jacky Teo, marketing director of Play Imaginative.

"We believe that this is testament to the quality of our product and the strong branding element which Trexi encapsulates. We will continue to push the envelope of product quality for our customers, and work with more corporate partners worldwide as Trexi gains increasing recognition as an effective promotional and marketing medium." he added.

The first blank canvas 10-inch Trexi will also be on display at the launch showcase on 8 & 9 October, with plans to produce a full 10" series by November / December 2005.

Consumers will also stand to win the latest Zen Nano Plus and Zen Neon MP3 players from Creative Technology, along with Motorola's latest *ROKR E1* mobile phones, o.d.m.'s range of *OUT+* watches, and exclusive Trexi boxsets as attractive prizes - absolutely free - with selected promotional activities.

Play Imaginative has also introduced a special GES Trexi at this year's Global Entrepolis @ Singapore, an annual event which acts as a dynamic platform for networking opportunities, where large enterprises, technopreneurial startups and the venture capital community can meet, interact and transact. Check out www.globalentrepolis.com for more information.

As a blank canvas toy on which artists and designers can cast their ideas, Trexi is extremely versatile to work with. Its unique design and a rotating head offer a series of endless possibilities for graphic designers, fashionistas and graffiti writers alike.



Trexi Series 02 Launch Showcase – 8 and 9 October

Celebrated artists Devilrobots (Japan), renowned Hong Kong-based designers such as Brothersfree (Winson Ma, Kenny Wong and William Tsang), Danny Chan and Ultraman will be present in Singapore to mark the official launch of Trexi Series 02 and host autograph sessions.

The launch showcase will run from 8 to 9 October 2005 at Cathay Cineleisure Orchard, Basement Atrium. Consumers in Singapore can look forward to a host of exciting fanfare, such as autograph sessions featuring Devilrobots, Brothersfree, Danny Chan, Ultraman, Pixel Munky and fFurious.

In addition, live customisation sessions include "Customise a Kia", where all overseas and local designers come together to design a Cycle & Carriage car, the Kia Rio Hatchback; as well as "Trexi-fusion" with Motorola mobile phones & Coca-Cola bottles, where the designers put their creativity to work and customise various versions of Trexi on-the-spot. Daily autograph sessions are also set aside for all designers gracing the launch event.

Future Plans

Play Imaginative is producing its first 10-inch Trexi, which is expected to be released in November / December 2005.

Following the Series 02 launch, Play Imaginative will work on new Trexi designs with:-

- Creative Technology
- Kia Motors
- Motorola
- o.d.m.

Play Imaginative is also intending to produce designer greeting cards, designer T-shirts, as well as customised Trexi Flash animations which can be tailored as a tool used to communicate corporate messages for organisations around the world.

The Company is also moving into new retail channels, which will see Trexi being sold in locations such as gifts shops, departmental stores and fashion outlets. Play Imaginative will continue to expand its product lines to comprise other vinyl figures, plush toy figures and capsule toys etc.

The Company also has plans to organise a large-scale toy event in Singapore in the near future, supported by partners in various countries. More details will be available at a later date. Going forward, Play Imaginative also hopes to work with more international and local partners centering on the concept of Trexi as a branding channel. Stay tuned for more details of these projects. For more information, please visit www.playimaginative.com.



PlayTimes

Published monthly by Play Imaginative, PlayTimes is dedicated to introducing readers to the latest developments, the "what's hot and what's not", newest toy concepts and character design within the urban vinyl toy landscape.

PlayTimes is now into its ninth (9th) issue, and is available in both English and Chinese languages. The magazine is gaining increasingly popularity and readership, particularly in China, Hong Kong and Taiwan.

PlayTimes will also be available in Japanese and French in the near future.

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Series 02 Sponsors / Partners



About Play Imaginative

Play Imaginative Pte Ltd, a Singapore-based company, specialises in character and toy design. We not only design and develop unique, exciting and interesting characters for our clients, but also take in new ideas and concepts from the global toy, design and art communities to display, market, and develop.

Play Imaginative's flagship designer toy, Trexi, is a 3-inch tall action figure with a rotating head and articulated limbs which was designed and conceived over a period of three months. In its simplest form, Trexi is a toy that can be personalised in a variety of styles by different artists and designers working with different mediums. The inaugural Trexi Series 01 was launched in April 2005 in more than 20 countries worldwide.

Play Imaginative also conceptualises, produces and publishes PlayTimes, a monthly urban vinyl toy magazine dedicated to introducing readers to the latest developments, the "what's hot and what's not", newest toy concepts and character design within the urban vinyl toy landscape.

Play Imaginative aims to be at the forefront of avant-garde design and toy production, in line with Singapore's macro-objective as Asia's leading hub for design excellence.

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Appendix 1

This appendix details how Trexi Series 02 is packaged, and outlines a retail scheme which has been developed to aid retailers in their sales.

- 1 full set of Trexi Series 02 comprises 25 designs, including:-
 - 18 Basic designs
 - 5 Mystery designs (Nike, Motorola, o.d.m., Jon Burgerman & Furi Furi)
 - 2 Open Mystery designs (Devilrobots)

- Each carton of Trexi Series 02 ordered will include the following:-
 - 1 carton = 4 cases + 2 sets (4 pieces) of Trexi Open Mystery figures designed by Devilrobots exclusively for Trexi Series 02
 - 1 case = 25 pieces featuring *Trexi Series 02* designs in blind assortment format with repeated designs

Therefore, customers who purchase **2 full cases** will be able to form **1 full set of Trexi Series 02**.

This full set includes the 2 exclusive Trexi Open Mystery figures from Devilrobots which can only be redeemed by customers through this retail scheme, and will not be made available in retail shops.

Please direct queries or feedback via email to contact@playimaginative.com.