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Play Imaginative's 10-inch *trexi* Set To Hit The Market

- *Blank 10-inch trexi and first batch of 10-inch trexi designs available in March 2006*
 - *Additional 3-inch trexi is packed within the head of the 10-inch figure*

Singapore – 3 January 2006 – Play Imaginative Pte Ltd (“Play Imaginative” or “the Company”), a Singapore-based toy and character design specialist, is pleased to announce that it is launching its blank 10-inch *trexi* designer toy today. Featuring *trexi*'s trademark round head, each 10-inch *trexi* opens up to a different 3-inch *trexi* within its head.

Aside from the blank 10-inch *trexi*, Play Imaginative is also continually engaging famous designers around the world. To kick off the initial batch of five (5) 10-inch *trexis*, the Company has collaborated with celebrated artists such as the creator of *trexi*, Darren Gan (Singapore), David Horvath (USA), Joe Ledbetter (USA), NYC Lase (USA), and Tokidoki (Italy) to customise designs for these figures.



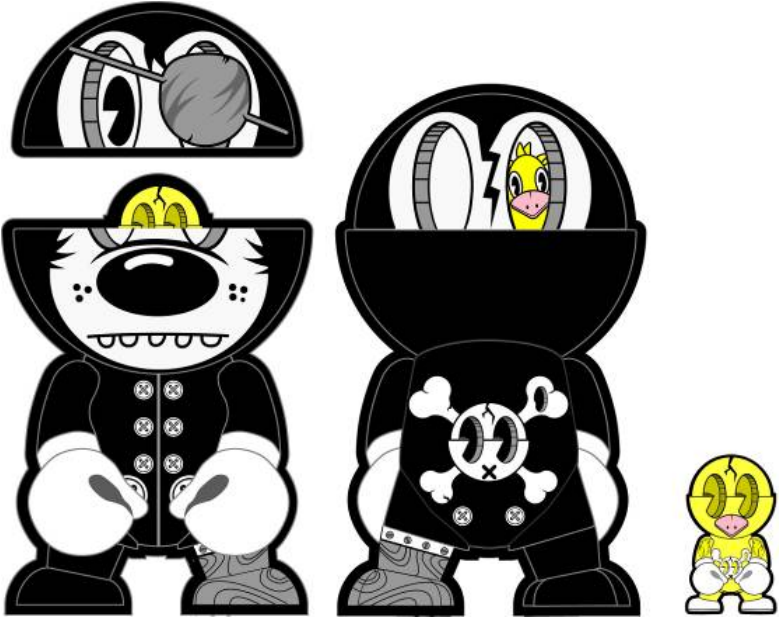
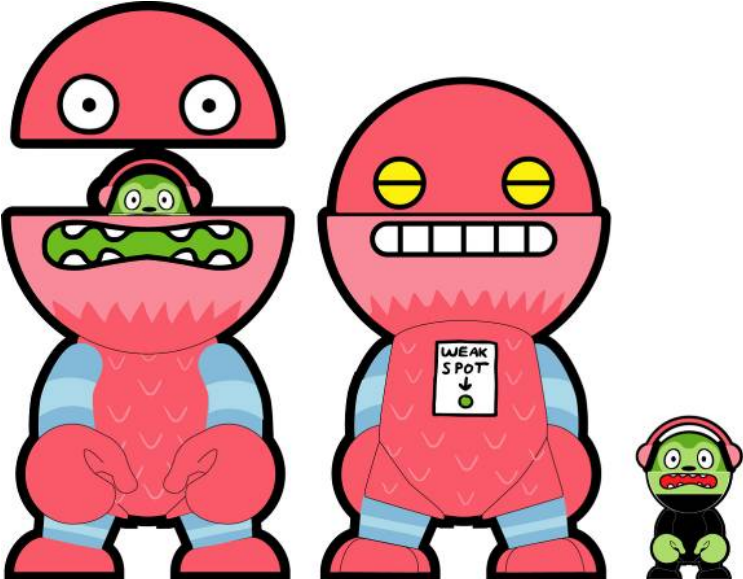
Blank 10-inch trexi figure

“As we move into 2006, *trexi* is progressing into new grounds with a brand new dimension,” said Mr Jacky Teo, marketing director of Play Imaginative.

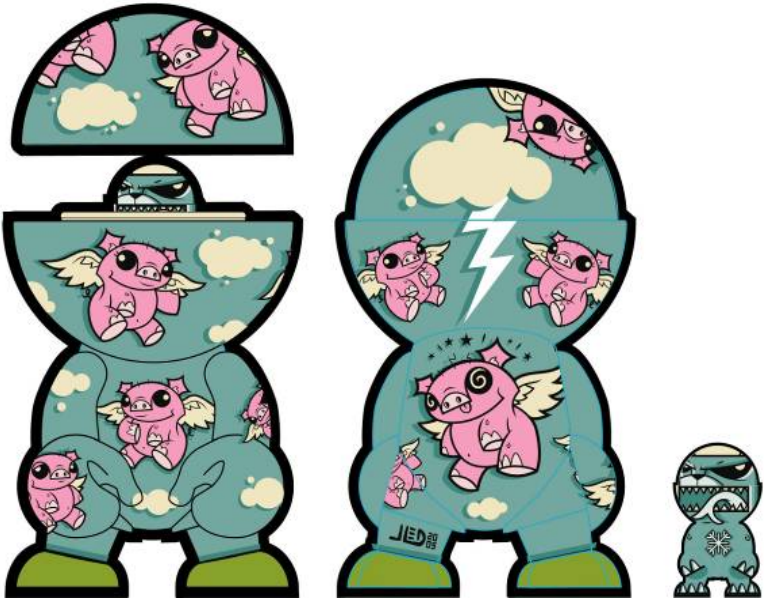

“We are constantly looking for ways to innovate, and we feel that the blank 10-inch *trexi* serves well for designers who are keen to customise their own *trexi*, or even just for display purposes. We are very heartened by the positive feedback and pre-orders received for the first batch of designs,” Mr Teo added.

The 10-inch *trexi* figures will be available in over 20 retail locations worldwide by March 2006. Each 10-inch *trexi* design is limited to 200 pieces worldwide.

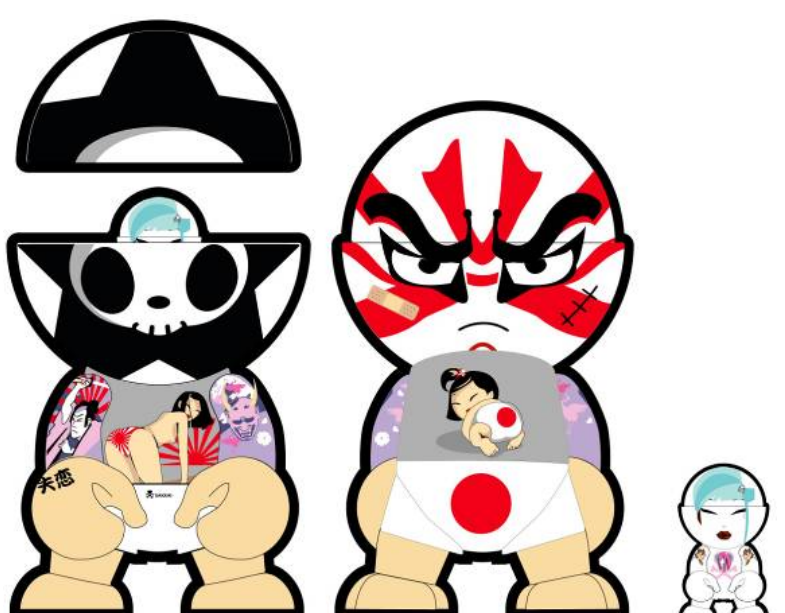
10-inch plus 3-inch trexis

Designer	Name of Design	Quantity
<p>Darren Gan</p>	<ul style="list-style-type: none"> ▪ 10-inch: Boner – The Pirate <i>trexi</i> ▪ 3-inch: Boner Bird <i>trexi</i> 	<p>200 pcs</p>
<p>David Horvath</p>	<ul style="list-style-type: none"> ▪ 10-inch: Noupa Evil Robo <i>trexi</i> ▪ 3-inch: Greedy Pilot <i>trexi</i> 	<p>200 pcs</p>

10-inch plus 3-inch trexis

Designer	Name of Design	Quantity
<p>Joe Ledbetter</p>	<ul style="list-style-type: none"> ▪ 10-inch: Flying Pig <i>trexi</i> ▪ 3-inch: Cold Day in Hell <i>trexi</i> 	<p>200 pcs</p>
<p>NYC Lase</p>	<ul style="list-style-type: none"> ▪ 10-inch: Graf Head <i>trexi</i> ▪ 3-inch: Black Variant Graf Head <i>trexi</i> 	<p>200 pcs</p>

10-inch plus 3-inch trexis

Designer	Name of Design	Quantity
Toki Doki	<ul style="list-style-type: none"> 10-inch: Yakkun – The Romantic Yakuza <i>trexi</i> 3-inch: Yuki-za <i>trexi</i> 	200 pcs

3-inch trexis (Packed in carded blister, available separately)

Designer	Name of Design	Quantity
Darren Gan	Boner Bird <i>trexi</i>	300 pcs
David Horvath	Frozen Solid Security Monkey <i>trexi</i>	300 pcs
Joe Ledbetter	Cold Day in Hell <i>trexi</i>	300 pcs
NYC Lase	Black Variant Graf Head <i>trexi</i>	300 pcs
Toki Doki	Yuki-za <i>trexi</i>	300 pcs

For more information, please visit www.playimaginative.com.

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About Play Imaginative

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 followed by *trexi* Series 02 in October 2005.

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. *PlayTimes* is available in 2 languages and retailed in over 20 countries around the world.

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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