



## **FOR IMMEDIATE RELEASE**

### **“We All Speak Football” *trexi* Series Set For Kick-Off!**

- *New *trexi* series of designer toys features 25 international designers celebrating the passion for football*
- *First activity under new worldwide licensing program between Play Imaginative and The Coca-Cola Company*

**Singapore – 3 April 2006** – Play Imaginative and The Coca-Cola Company have joined forces in their quest for a pool of 25 renowned global designers who share a common passion: for Coca-Cola and football. Taking the *trexi* figure as a canvas, these designers conveyed their love for the game and their ‘story’ in their individual styles. The result: a definitive *trexi* collection that embraces a common theme: “We All Speak Football”.

The program marks the beginning of an exciting relationship between Singapore-based Play Imaginative and The Coca-Cola Company. The companies have inked a Dual License Agreement, where Play Imaginative will be licensed to manufacture, distribute and market *trexi* as well as other related merchandise carrying the Coca-Cola brand in the next 2 years.

The series features 25 renowned names in the toy / character design industry such as Jon Burgerman (UK), DGPH (Argentina), Stephen Lau (Malaysia), Huck Gee (USA), Mori Chack (Japan), Devilrobots (Japan), Rolito (France), Winson Ma of Brothersfree fame (Hong Kong), as well as Huang Tzu Chiao, a popular talk-show host from Taiwan, and many more.

Coca-Cola & Football have been together for almost a century not for a coincidence. There are very few things in this world full of divide that can bring all sorts of different people together, break barriers and establish a common ground where we are alike. Football is a common language that we all understand. No matter if you are Brazilian, Chinese or British, we all understand an amazing goal, the excitement, the glory... "We All Speak Football".

Centred on the concept of football as a ‘common language’ and a deep passion which brings people from all walks of life together, the *trexis* reflect the artists’ impressions of what football and Coca-Cola mean to them. Packaged in their individual, unique boxes designed by the respective artists, each *trexi* includes design biographies and inspirations.

The series is slated for release in the second quarter of 2006.

*\* Please refer to Appendix 1 for the full set of designs*



**Artists and companies with a passion for football**

"We are very excited about the first program and our new relationship with Play Imaginative," said Mr Andrés Kiger, director of Worldwide Licensing & Retail Operations for The Coca-Cola Company.

Mr Kiger added: "It was really inspiring to see artists from around the world coming together to share with us their mutual passions for Coca-Cola, design and football. We very extremely pleased to see the outcome of this first program and certainly look forward to working on future programs with Play Imaginative."

Mr Jacky Teo, Business Development and Marketing director for Play Imaginative said: "We are thrilled to align ourselves with Coca-Cola on this program which will set the stage for us to extend the reach of the *trexi* brand. In fact, we went one step further and invited the artists to conceptualise packaging to match their *trexis*. This is another 'first' on our part and makes each *trexi* even more desirable as a collectible figure."

**2-year Dual License Agreement**

Play Imaginative has been appointed by The Coca-Cola-Company as a co-licensor over a 2-year period, which grants rights for the production and distribution of their designer toy, *trexi*. During this period, Play Imaginative will also work with authorized licensees for the production and distribution of associated merchandise such as watches, sneaker shoes and T-shirts, amongst others.

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### **About Play Imaginative**

Play Imaginative's flagship designer toy, *trex*i, 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, *trex*i is a toy that can be personalised in a variety of styles by different artists and designers working with different mediums. The inaugural *trex*i Series 01 was launched in April 2005 in more than 20 countries worldwide followed by *trex*i 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.

### **About The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, The Coca-Cola Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.3 billion servings each day. For more information about The Coca-Cola Company, please visit our website at [www.coca-cola.com](http://www.coca-cola.com).

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APPENDIX 1

Coca-Cola Presents "We All Speak Football" trexi Series

**WE ALL SPEAK FOOTBALL 2006**

ELEVEN 18 MALAYSIA	YONIA AREMI SINGAPORE	TIM TSUI HONGKONG	WILSON MA HONGKONG	KOK FRANCE	HUANG TZU CHIAO TAIWAN	
TRACY TUBERA USA	DEVIL ROBOTS JAPAN	SAM FOUT USA	TOMMA JAPAN	JIM KOCH USA	D6PH ARGENTINA	
FURI FURI JAPAN	LAB SINGAPORE	KEI SAWADA JAPAN	MCA USA	ULTRAMAN HONGKONG	DIMMY CHAM HONGKONG	
HUCK GEE USA	MORI CHACK JAPAN	DARREN GAM SINGAPORE	ROLITO FRANCE	JON BURGERMAN UK	JEREMYVILLE AUSTRALIA	ERWIN WEBER NETHERLANDS

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**WARNING: CHOKING HAZARD**  
Small parts. Not for children under 3yrs.  
For ages 12 and up

**play** **rexli**  
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