

FOR IMMEDIATE RELEASE

Media Alert

Andox – latest figure from Andy Lau finds its way onto *trexi* platform

SINGAPORE – 18 September 2007 – Hong Kong superstar Mr Andy Lau’s flagship figure “Andox”, has found its way onto the *trexi* platform. *trexi* is a canvas toy with a unique rotating head which hails from Singapore. This is the first time Play Imaginative is customising a new shape for an artist. The design for “**Andox**” was done by “ALWAYS” x “IND”. This time, “IND”, a design collective which comprises Danny Chan and Ultraman worked in a cross over fashion with Mr Andy Lau and is responsible for the figurine design of Andox.

WHAT: Based on Mr. Andy Lau’s “**Andox**”, an original concept by Mr Andy Lau, and further designed by “ALWAYS” x “IND”, Play Imaginative will be launching a set of 1.5inch and 10-inch Andox *trexi* figures as well as Andox dooperdoo T-shirts in July 2007.

Andox *trexi* (Limited Edition)

1.5-inch Andox *trexi* figures

- Not for sale, promotional item only

10-inch Andox *trexi* figures

- Limited quantity



dooperdoo T-shirts (Limited Edition)

Exclusive to Mr. Lau:

- Specially tailored for Mr Lau, not for sale
- Features Andox in gold & silver printing

Focus Group version:

- Specially made for promotion, exclusive to Focus Group
- Will be sold for charity
- Features Andox amongst rainbows & clouds

PI version:

- Exclusive to PI
- Features Andox in black velvet printing
- Will be available for sale as a limited edition item

Andox represents Mr Andy Lau’s spirit, commitment and energy towards his work. It is designed as an ox because Mr. Lau is not only born in the year of the Ox, but also has been known for his extremely hardworking nature through the course of his career.

HOW: The Andox *trexi* figures will be used mainly for Mr Lau’s new CD giveaway promotion for the media and for the public, as well as local level promotions in various countries through Mr. Andy Lau’s record label.

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Please note that “trexi” is spelt with small caps.