



Contact Information:

Play Imaginative
Mr Jacky TEO
Business Development & Marketing Director
jacky@playimaginative.com

Ms Daphne TAN
Marketing & Communications Executive
daphne@playimaginative.com

4-inch STRAWBERRY TO-FU LOVES BUBBLE GUM

Singapore – 08 June 2009 – News has leaked that the just released *4-inch Strawberry TO-FU* has a love for bubble gum! *4-inch Strawberry TO-FU* has been spotted on the streets blowing a big bubble of gum – yes, even in Sunny Singapore (where bubble gum is a no-no)!



Sources say that super sweet-faced *4-inch Strawberry TO-FU* picked up this hobby from a fellow vinyl celebrity (no prizes for guessing who), and has been keeping it a secret for months. *4-inch Strawberry TO-FU* loves the sensation of popping bubble gum, which often leaves her excited for more!

“Both Play Imaginative and the DEVILROBOTS believe that bubble gum loving *4-inch Strawberry TO-FU* will connect with bubble gum lovers the world over!” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

4-inch Strawberry TO-FU was just released in conjunction with the opening of the flagship Play Imaginative store in Iluma. Following the popularity of the 2.5-inch Strawberry PLAY TO-FU, Play Imaginative produced a 4-inch version of the highly sought after mini vinyl celebrity, also designed by The DEVILROBOTS from Japan.

4-inch Strawberry To-Fu

Sweet Strawberry To-Fu
Is as cute as cute can be!
She likes bubble gum, to her it's just fun,
And when it pops she goes 'WHEE!'

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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.

