

For Parenting and New Product Editors
Wachenheim

Contacts:

Sheri

FOR IMMEDIATE RELEASE

Public Relations
973/670-5413
sheri@pixelblocks.com

Aaron Rincover
President
323/253-7070
aaron@pixelblocks.com

PIXEL-PERFECT PLAY

PIXELBLOCKS' Patented Connections And Colors Provide A Whole New Way To Play

GLENDORA, CA (April 7, 2003)— **PixelBlocks™** combine glistening colors and unlimited building capability, providing a whole new way to play with color. Extremely well received at their inaugural Toy Fair in February, PixelBlocks will be reaching retail shelves in time to break out as a leading *educational* toy in time for the back-to-school shopping season.

In addition to a vibrant 20-color palette, **PixelBlocks** have both vertical and horizontal interlocking mechanisms, enabling the blocks to connect in numerous ways, in any direction. PixelBlocks feature a patented tooth and groove configuration on four sides *and* traditional top-to-bottom stacking ability, making them compatible with other leading brand building blocks. Also, PixelBlocks can be transformed into colorful *translucent* mosaic images, unique to existing block offerings at retail. In fact, consumers will be able to use the 'digital photo converter' at www.pixelblocks.com to design 'mosaic maps' to recreate personal photos.

-more-

2/PixelBlocks Announcement

“With the ability to create color-combining tops¹, color sticks or colorful mosaics, PixelBlocks not only bring creativity back to block play, but provide a terrific educational tool for lessons on color, photography or even art!” said PixelBlocks President Aaron Rincover. “We offer a single shape – a physical *pixel*, if you will – in a sophisticated, glistening color palette, with unlimited connection possibilities.”

Designed for ages 8 and up, initial PixelBlocks offerings will include a range of block sets featuring from 200 to 2800 pieces in up to 20 vibrant colors. Each PixelBlocks package will include a ‘Playbook’ illustrating a variety of 2D and 3D connection possibilities and a glimpse into the colorfully creative PixelBlocks world. PixelBlocks will retail for approximately \$5.99 to \$49.99 per set, with product reaching store shelves in Fall 2003.

Each PixelBlocks piece is slightly larger than a quarter-inch-square, UV-stable (won’t fade in the sun) and made of Lexan/PolyCarbonate, chosen for superior strength and color quality.

PixelBlocks were invented by Los Angeles television engineer, Jay Simmons, and developed for the creative specialty and toy consumer markets by a consortium of five toy industry veterans. PixelBlocks, Inc. is located in Glendora, California.

#

¹PixelBlocks tops can be created with two primary colors on either side, which combine when spun to introduce a new color. Red and blue really do make purple!