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## **PIXEL-PERFECT FOR THE HOLIDAYS**

### **PIXELBLOCKS' Patented Connections And Colors** **Make Homemade Gifts Cool Again**

GLENDORA, CA (September 2003)— **PixelBlocks™** combine glistening colors and unlimited building capability, providing a cool new way to play with color. *Create* the perfect gift or add a colorful, contemporary touch to any home or office. PixelBlocks will be on store shelves in time to break out as eye-popping “must-haves” this holiday 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, by utilizing the exclusive *Digital Stained Glass™ Creator* at the PixelBlocks web site, consumers can start with a favorite photo and download a personal ‘mosaic map’ that explains exactly how to put together a PixelBlocks creation worthy of framing.

“As a versatile, innovative toy and a springboard for open-ended, creative play, PixelBlocks are unique and very cool,” says toy and children’s lifestyle expert Chris Byrne, also known as The Toy Guy™. “PixelBlocks combine some of the best elements of construction toys and craft play, providing rewarding and imaginative experiences for a wide variety of kids and ‘crafty’ adults.”

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## 2/PixelBlocks Holiday

“We offer a single shape – a physical *pixel*, if you will – in a sophisticated, glistening color palette, with unlimited connection possibilities,” said PixelBlocks President Aaron Rincover. “You can truly create anything in your imagination; we’ve seen everything from tops, animal sculpture, and jewelry to all kinds of creatures and tabletop works of art. Plus, we predict homes and offices everywhere will be *showing off the kids* in a whole new way – with unique *Digital Stained Glass* PixelBlocks creations.”

Initial PixelBlocks offerings include a range of block sets featuring from 200 to 2800 pieces in up to 20 vibrant colors. Each PixelBlocks package includes an ‘Ideabook’ 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, and be available at specialty retailers nationwide in Fall 2003. Consumers can log onto [www.pixelblocks.com](http://www.pixelblocks.com) for more information and retail locations.

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 LLC is located in Glendora, California.

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