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Contacts: Sheri Wachenheim
973/786-5719
sheriwach@aol.com

Aaron Rincover
PixelBlocks®
323/253-7070
aaron@PixelBlocks.com

INNOVATIVE NEW BLOCKS DEBUT AT TOY FAIR 2003

PixelBlocks® Breaks Out With Patented Connections and Colors

NEW YORK, NY (February 16, 2003)—PixelBlocks®, combining glistening colors and unlimited building capability, is being introduced at the American International Toy Fair, this week (February 16 - February 19, 2003) in New York City. Setting pixels free from the screen, PixelBlocks® is being shown at the Jacob K. Javits Convention Center, booth #1763.

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 soon be able to use the 'digital photo converter' at www.PixelBlocks.com to design 'mosaic maps' to recreate personal photos, one of the many exciting features under construction at the PixelBlocks® Web site.

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2/PixelBlocks® Announcement

[Insert third party retailer or trade quote here?!?!]

“We want to bring creativity back to block play,” 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. PixelBlocks® enable children, and adults, to create what’s in their imagination.”

Designed for ages 8 and up, initial PixelBlocks® offerings will include a range of block sets featuring from 200 to 2400 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 to \$35 per set, with product reaching store shelves in Summer 2003.

Developed for the creative specialty and mass toy consumer markets by a consortium of five toy industry veterans, PixelBlocks®, Inc. is located in Glendora, California.

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