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## **PixelBlocks Break Out With Patented Connections and Colors**

### **Innovative Creativity Toy Sizzles in the Specialty Market**

New Your, NY (February, 2004) — **PixelBlocks™**, combining glistening colors and unlimited building capability, are ready to break out as a leading creativity toy at the American International Toy Fair, February 18, 2004, in New York City. Setting pixels free from the screen, PixelBlocks will be easily found on two aisles at the Jacob K. Javits Convention Center, booth **#1633D**.

PixelBlocks are the result of high-tech thinking that doesn't require silicon chips or LCD displays, and yet allows anyone to create eye-popping, colorful works of "digital" art. With a unique 20-color translucent palette, the patented connections developed exclusively for PixelBlocks encourage limitless 2D and 3D creativity, while the traditional top-to-bottom stacking ability make them compatible with other leading brand building blocks. In addition, by utilizing the exclusive **Digital Stained Glass™ Creator** at [www.pixelblocks.com](http://www.pixelblocks.com), consumers can start with a favorite photo and download a personal "mosaic map" that explains exactly how to put together a PixelBlocks mosaic creation worthy of framing.

Early accolades for PixelBlocks include being selected as one of Child's "Best Toys of the Year" and named a Toy Wishes' "Great Innovation," earning a "Toy Tips Trusted" five-star rating and a Creative Child "Seal of Excellence" award, and securing "Seal of Approval" honors from the National Parenting Center.

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“In just ten days in our stores, we’re already seeing sensational sell through for PixelBlocks,” said Mary Brandt Mintz, General Merchandise Manager, The Art Store. “Our primary business is fine art materials, but PixelBlocks offer something not only to our child consumer, but artists involved in many mediums, even animation. They [PixelBlocks LLC] did everything right— they’ve created an innovative product, put it in graphically appealing ‘adult’ packaging and offer a wide range of sets to capture both the impulse buyer, the deluxe buyer, and everyone in between.”

“PixelBlocks are a great new product — very unique and innovative!” said John Wilson, owner of Learning Express stores in Denville and Morristown, New Jersey. “Not only are PixelBlocks a fantastic construction toy, but the added feature of being able to ‘pixelize’ a personal photo through the web site brings a whole new dimension, expanding the creative reach of the product, and appealing to an elusive older audience.”

With limited distribution in the final months of 2003, PixelBlocks has already begun securing a demanding presence on toy shelves with over 40% of retail accounts placing reorders within weeks of receiving their initial shipments, and PixelBlocks production tripled in the fourth quarter to meet demand.

“We are quire pleased with the initial retail response to PixelBlocks,” said Aaron Rincover, PixelBlocks President. “The buzz prior to our launch was almost deafening, but now that we’re watching PixelBlocks fly off store shelves, and receiving unsolicited praises almost daily through our web site, we are extremely excited to introduce PixelBlocks to the world at Toy Fair.”

Designed for ages 6 and up, current PixelBlocks offerings include a range of block sets featuring from 200 to 2800 pieces in up to 20 vibrant colors. (Due to large quantity of pieces and complex design possibilities, the two largest PixelBlocks sets — 1400 and 2800 — have been labeled for ages 8 and up.) 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 retail for approximately \$5.99 to \$59.99 per set.

PixelBlocks were invented by Los Angeles television engineer Jay Simmons, and developed for the specialty market by a consortium of five industry veterans. Founded in 2002, PixelBlocks LLC is located in Glendora, California.

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