

FOR IMMEDIATE RELEASE

Contacts: Sheri Wachenheim
Public Relations
973/670-5413
sheri@pixelblocks.com

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

PIXELBLOCKS SET PIXELS FREE

PixelBlocks' Exclusive *Digital Stained Glass*[™] Creator Turns Technology into Creativity

GLENDORA, CA (October 2003)— Setting pixels free from the computer screen, **PixelBlocks**[™] combine glistening colors, unlimited building capability and exclusive technology to bring colorful creativity into the 21st century.

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 two or three dimensions. 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 can use the revolutionary *Digital Stained Glass*[™] Creator at www.pixelblocks.com to design 'mosaic maps' that recreate personal photos out of PixelBlocks. Simply upload a picture to the Web site, follow the simple step-by-step instructions and then download the PDF file with a guide to building a unique *Digital Stained Glass* work of art, suitable for framing.

“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. “We developed our exclusive Digital Stained Glass Creator online software to make the creative process simple and fun for the whole family. Each PixelBlock creation, mosaic or otherwise, will be unique and a source of pride for its creator.”

Designed for ages 6 and up, 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 retail for approximately \$5.99 to \$59.99 per set, with product first appearing on store shelves in October, 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 LLC is located in Glendora, California.

#