



Press Release

For Immediate Release

Flexistix

Flexistix is an all-new construction toy collection with endless opportunities for creative fun

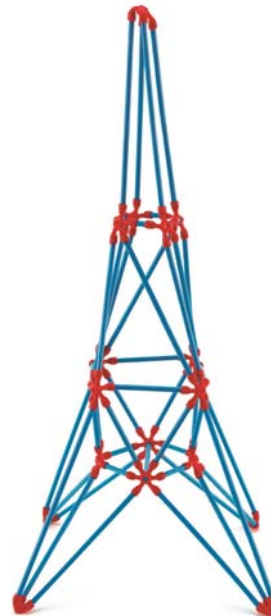
Come to Booth 1659 at the Toy Fair and see what you can put together. Flexistix match up natural materials with the latest in materials science. There are brightly colored sticks of sustainable bamboo – flexible and tough enough for rough play. Then there are connectors of pure silicone; they can be bent and stretched without tearing or losing their grip. When they are soiled, they can be easily cleaned with soap and water. Flexistix use safe water-based paints.

Here are some highlights:



Creative Construction Kit, E5567, \$9.99, Age 4Y+, 66 pcs. Build a star, a ball or a wheel with this great Flexistix starter kit. Contains bamboo and flexible connectors for three different projects – or design your own fantastic creations!

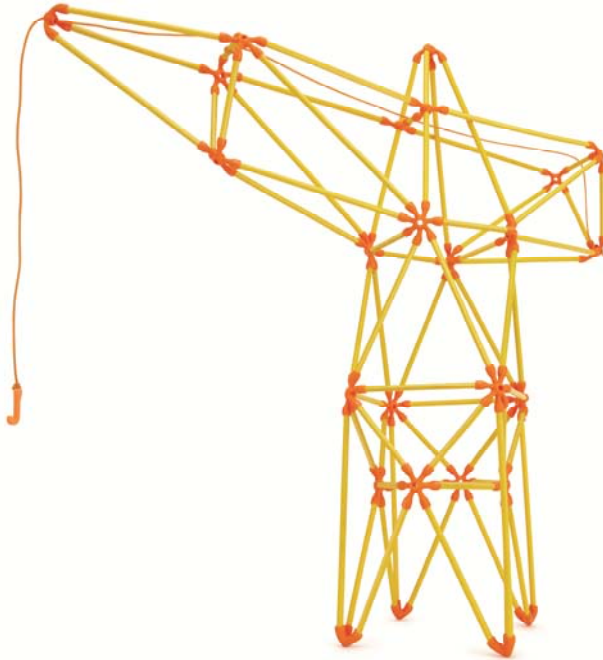
Eiffel Tower, E5563, \$14.99, Age 4Y+, 62 pcs. Build one of the world's most famous landmarks – the Eiffel Tower – with this fun Flexistix kit. Includes sticks and connectors plus the instructions you'll need to build the tower. When you have finished, let your imagination run wild and build your own fantastic structures





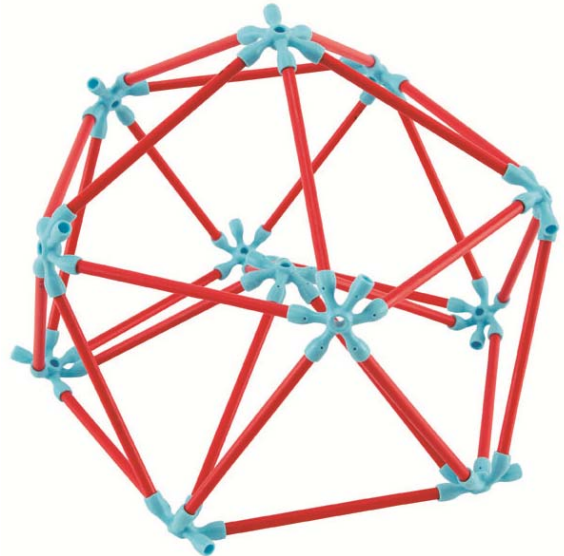
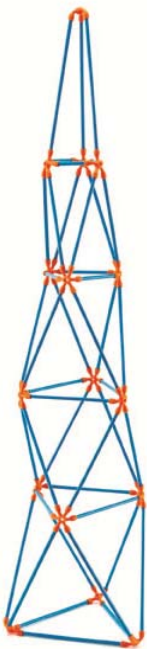
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Truss Crane, E5562, \$19.99, Age 4Y+, 94 pcs. Build a crane with a working hoist with this fun Flexistix kit! Includes sticks, connectors and a hook, wheel and string for the hoist, plus building instructions. When you have finished, let your imagination run wild and create your own fantastic structures and machines!

Creativity Kit, E5565, \$24.99, Age 4Y+, 133 pcs. Build a variety of shapes and structures with this fun Flexistix kit for creative builders. The bamboo sticks and connectors can be re-arranged to make ten separate projects – or design your own fantastic creations! Includes step-by-step instructions.

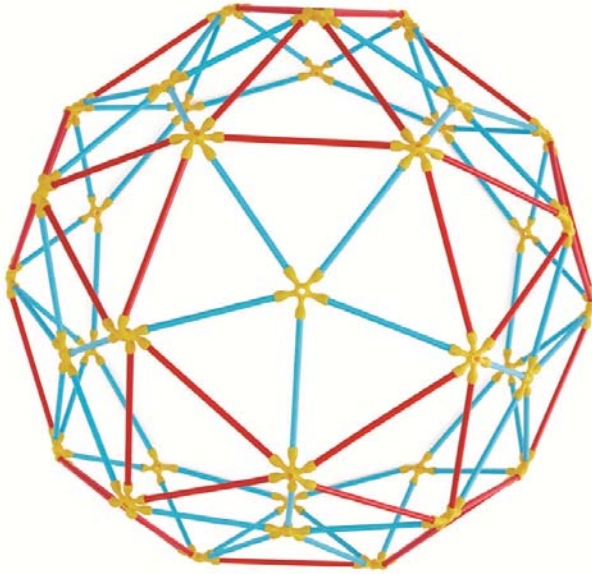


Multi-tower Kit, E5566, \$29.99, Age 4Y+, 132 pcs. Build the world's most famous towers with this fun Flexistix kit. Includes sticks and connectors plus all the instructions you'll need to build each of the towers. When you have finished, let your imagination run wild and create your own fantastic buildings and shapes!



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Geodesic Structures, E5564, \$34.99, Age 4Y+, 177 pcs. Build a geodesic dome and a truss bridge with this fun Flexistix kit! When you have finished, you can use the sticks and flexible connectors to create your own fantastic geodesic structures.

The new collection includes products at stepped price points, all supported with in-store displays and a special branded shopping bag for purchases.

Company Background

Hape, ("hah-pay"), is a leader in designing and manufacturing high quality baby and children's toys made from sustainable materials. The company's motto is "Love Play Learn," and is committed to making toys that are fun, innovative, and designed to promote child development at all ages. The eco-friendly company formed in 1986 by Founder and CEO Peter Handstein in Germany.

Hape produces the highest standards of quality through stringent control systems and a world-class production facility. Hape brands are sold through specialty retail, toy stores, museum gift stores, school supply stores and select catalog and internet accounts in over 60 countries.

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