

FOR IMMEDIATE RELEASE

New TETRIS® Themed Products Introduced at Toy Fair 2012

More popular than ever, the TETRIS® brand continues its merchandise expansion

New York, NY – February 13, 2012 – The Tetris Company, LLC, the exclusive licensor of the <u>TETRIS</u>® brand, and its merchandising agent, <u>Licensing Works!</u>®, today announced several new <u>TETRIS</u> themed products debuting at <u>Toy Fair</u>. The Tetris Company's licensees Techno Source, Paladone, and Fundex are introducing and showcasing the new <u>TETRIS</u> merchandise products at this year's Toy Fair 2012 in New York.

"Toy Fair 2012 is a great showcase for exciting new *TETRIS* branded merchandise," said Leslie Levine, Head of Licensing Works! [®]. "It's marvelous to see the continued expansion of this iconic global electronic game into a wide variety of fun and creative new products."

Toy innovator <u>Techno Source</u>, will be introducing its new *TETRIS Illuminated Mega Screen* (MSRP \$17.99) game. The stand-alone handheld device is designed with a large, illuminated screen to play a choice of three fun *TETRIS* games, including the popular Marathon version, to challenge any player. It is the first stand-alone handheld to include a hold button which allows players to keep a Tetrimino (the iconic *TETRIS* playing pieces) shape to use later in the game. Additional features include a save function that remembers your current game and high scores for each of the three *TETRIS* games, adjustable sound, multiple skill levels, pause control, and the famous *TETRIS* theme song, Korobeiniki. The *TETRIS Illuminated Mega Screen* game is expected to ship in Spring 2012, with in store availability at local Target, Kmart, and Toys R Us retailers to come in Fall 2012.

"We started with our *TETRIS* Link tabletop strategy puzzle game and received an overwhelmingly positive response to its debut. It's exciting to see our partnership with the *TETRIS* brand continue to strengthen with the introduction of our new *TETRIS* Illuminated Mega Screen handheld," said Jason Willard, Product Marketing Manager, Techno Source.

Techno Source will showcase its *TETRIS Link 2-Player Edition*, a family strategy game designed for play at home or on the go, at **Booth #3137**. Following up the award-winning *TETRIS Link* tabletop strategy game, the *TETRIS Link 2-Player Edition* (MSRP \$12.99) has the same addicting gameplay in a compact and travel ready form. Drop and link Tetrimino shapes of the same color to earn points, while blocking your opponent from linking and scoring. Transforming functionality offers two ways to play—across from an opponent or side-by-side— to suit home or on the go environments. When you are finished playing, simply store all of your Tetriminos, lock the game tower in place, and take it with you anywhere. The game includes storage buckets to keep Tetrimino shapes organized, a base, adjustable game tower, 50 Tetrimino shapes in two colors, and die. Expected shipping is Spring 2012, with in store availability to come in Fall 2012. Since its debut, the *TETRIS Link* original tabletop strategy game has been honored by several industry awards, including: "Game of the Year" nominee for Toy Industry Association's Toy of the Year Award, Parents' Choice Silver Award, "Best Game" for Good Housekeeping's Fourth Annual Best Toy Awards, Two *Creative Child* Magazine awards, two Dr. Toy Awards, and more.

<u>Paladone</u> debuts three new *TETRIS®* products at this week's New York Toy Fair, at **Booth** #4837. The *TETRIS Desk Tidy* (MSRP \$32.00) is a new collection of several office supplies, including: a double highlighter pen, pencil holder containing 5 pencils, sharpener and eraser, memo pad, tape dispenser, staple-free stapler, desk organizer (with rubber bands and Tetrimino shaped paper clips), and Tetrimino shaped stress blocks.

The TETRIS Stackable Desk Light (MSRP \$50.00) is a fun new accessory for TETRIS enthusiasts that is ideal for any home or office. Each Tetrimino shape is separate and lights up as you place them on top of each other. Also new is a TETRIS Alarm Clock (MSRP \$40.00), featuring numbers that change using falling Tetrimino shapes. Watch a demo of the TETRIS Alarm Clock at http://angrybadgers.org/tetris/?m=D. All three new TETRIS products will become available for purchase in September 2012.

<u>Fundex</u>, another exhibitor at Toy Fair 2012, **Booth #655**, offers demonstrations of its popular games—*TETRIS The Card Game* (MSRP \$6.99), a multiplayer card game, *TETRIS Tumble* (MSRP \$9.99), a multiplayer strategy dice game, and *TETRIS Matrix* (MSRP \$14.99), a single player strategy puzzle game. All three *TETRIS* products are available for purchase in stores at Books-a-Million, Barnes & Noble, and Calendar Club.

"We are thrilled to see so many imaginative new *TETRIS* products introduced at this year's Toy Fair," said Lisa Linnenkohl, Head of Licensing for the *TETRIS* brand. "It is incredibly rewarding to see the consumer demand for *TETRIS* merchandise growing so quickly. It validates our vision for the brand ---*TETRIS* is truly a global lifestyle brand!"

TETRIS branded products are sold worldwide in more than 50 languages. With hundreds of millions of games sold over the last 28 years, the TETRIS brand is stronger than ever and continues its year over year growth. Over 132 million paid mobile downloads have made the TETRIS game one of the best-selling mobile games in the world. As many as 35 million TETRIS Battle games are played daily on Facebook, with over 1 billion played monthly in 95% of the world.

For more information on TETRIS branded products, please visit www.Tetris.com.

The Toy Fair 2012 in New York runs from February 12th through February 15th.

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For more information on becoming a TETRIS merchandise licensee, please contact Licensing Works!® at 805.983.7102 or email info@licensingworks.us.

About the Tetris® Brand

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. In the game's 25+-year history, hundreds of millions of players have experienced the Tetris Effect. Tetris has reached over 132 million paid mobile downloads. Loved globally by people of all ages and all cultures, the Tetris game continues to be one of the most widely recognized video games of all time. Tetris Holding, LLC is the owner of Tetris rights worldwide and The Tetris Company, LLC is its exclusive licensee. For the latest information about the Tetris brand and Tetris products, please visit https://www.Tetris.com.

Follow us on Twitter at @Tetris Official or on Facebook at http://www.facebook.com/Tetris.

About Licensing Works, LLC (dba Licensing Works!®)

Licensing Works!® is a licensing and promotions company representing creators of original IP. In addition to the Tetris® intellectual property, clients include: Castle from ABC Studios, Hearts For

Hearts Girls[®] from Playmates Toys, Zorro[®] from Zorro Productions, Inc., Tarzan[®] from Edgar Rice Burroughs, Inc., Buck Rogers in the 25th Century[®] from The Dille Family Trust, MEG Toys' In My Pocket[™] franchise, Playtime Buddies[™] from Visual Picnic, Inc., Moulin Rouge[®] from Moulin Rouge S.A., and Kewpie[®] from Jesco Imports, Inc.

For more information about Licensing Works!®, visit: http://www.LicensingWorks.us.

About Techno Source

Techno Source, a division of LF Products (a company of Li & Fung Limited (SEHK:494)), is one of the fastest growing global toy companies. Known for its ground-breaking products, marketing prowess and strong retail relationships, the company is committed to delivering high-quality toys and games that offer significant play value at affordable price points.

Under its original Techno Source brand, the company focuses on innovative products, great games for the whole family, and technology toys. Its award-winning original and licensed toy portfolio includes Kurio[™], Glow Crazy[™], Codee, 20Q[®], Tetris[®], Disney[®], Rubik's[®], Nickelodeon[®], Bicycle[®] (The United States Playing Card Company), Intellivision[™], Guess What I Am![™], and Electronic Touch-Screen Sudoku[™].

Techno Source toys and games are available throughout North America, South America, Europe, Asia, Africa, and Australia, across all channels of distribution.

For more information, visit www.technosourceusa.com.

About Paladone Products

Paladone Products Ltd are a highly-regarded supplier of fun, innovative gifts and homeware. Established in 1994, this privately-owned company develop and manufacture products for both their own and licensed ranges. Their products are sold extensively through retailers and e-tailers in the UK and exported to 40 countries worldwide. More information regarding the company and its products can be found at www.paladone.com.

About Fundex Games

Fundex Games, Ltd. is proud to be an industry leader in manufacturing and marketing innovative leisure time products for the entire family. It offers a wide range of games including multiple award-winning What's in Ned's Head?™, and all-time classic Gnip Gnop™. Its RecreAction Games line is the market leader in backyard and tailgate games that include Jarts™ and Bulls-Eye Washers™. Fundex produces licensed products with the world's most powerful brands − Marvel, Little Tikes®, Tetris, NHL, John Deere, Diary of a Wimpy Kid™, Pinkalicious™, and Scrabble®. The Great American Puzzle Factory division creates cutting-edge puzzle products including Alex Beard's Impossible Puzzles, Clearly Puzzled, Make 'Em Move™, and licensed puzzles. Based near Indianapolis, Fundex is "Where Fun Comes First!" For more information visit www.fundexgames.com.

For media inquiries, contact:

Grayling Connecting Point for the *TETRIS*® Brand Jessica Cooper

Phone: (415) 442-4036

Email: jessica.cooper@graylingcp.com

LICENSING WORKS!® Leslie Levine

Phone: (805) 983-7102

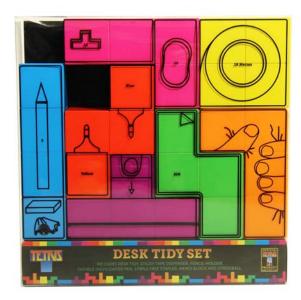
Email: leslie@licensingworks.us

TETRIS Link 2-Player Edition (MSRP \$12.99)



Never-before seen *TETRIS* branded products from Paladone:

TETRIS Desk Tidy (MSRP \$32.00)



TETRIS Stackable Desk Light (MSRP \$50.00)

