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FOR IMMEDIATE RELEASE

TECHNO SOURCE ALLOWS KIDS TO CUSTOMIZE THEIR SHOES, HOODIES, AND HEADPHONES WITH HOT NEW ACCESSORIES FOR 2010

*Techno Source Brings Back 80's Hit Product BowBiters and
Introduces TagEm, the Next Fashion Craze for Tween Girls*

New York – February 14, 2010 – Techno Source, a leader in the toys and games industry, is bringing fashion to the toy aisle, launching two new accessory lines at the American International Toy Fair (February 14 – 17, 2010 in New York City). For younger kids, Techno Source is bringing back best-selling **BowBiters**™ with new contemporary designs and popular characters, introducing for the first time BowBiter Blinkers that light up with every step.



For tweens, Techno Source is bringing to the U.S. market UK sensation **TagEm**™, the hot new accessory line for shoes, hoodies, and headphones. Set to be the next fashion craze for young girls, TagEm will be available at retailers in spring 2010. BowBiters and BowBiter Blinkers will be available in fall 2010.

“Whether a preschooler is rocking their favorite character on their shoelaces or a young girl is showing off her glamorous personality with her hoodie, kids of all ages are all about customizing their personal style,” says Amelia Herdrich, director of marketing, Techno Source. “BowBiters allow kids to turn any generic pair of shoes into character shoes—now, they can have princess shoes, superhero shoes and more. TagEm allows tween girls to express themselves from head to toe. There’s a Tag for girls with every sense of style—from the fashionista to the sports player, to the princess and the punk rocker.”

“At Techno Source, we continue to have success in reinventing hit products with a modern twist and dose of innovation,” says Eric Levin, president, Techno Source. “Today, kids are more interested in personalizing the world around them than ever before—whether it’s their Google homepage or their clothes. With BowBiters and TagEm, we give creative kids a hip new way to own their look.”

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2010 Product Highlights:

- **BowBiters** - The best-selling shoelace chompers from the 80's and 90's are back and better than before. Lock your preschoolers' laces in place or use the new attachment to clip BowBiters to Velcro straps, elastic bands and more. **BowBiter Blinkers**, feature the same great functionality plus blinking lights. Built-in motion sensor and LEDs make these accessories light up with each step taken. Both versions are available in eight different styles designed based on today's hottest licensed characters, including the Disney Princesses, Buzz Lightyear, Minnie Mouse, Marvel's Spider-Man and Iron Man, and Lightning McQueen from Disney/Pixar's Cars. **Ages 18 months+; \$3.99 for basic BowBiters, \$5.99 for BowBiter Blinkers.**

- **TagEm** - This new tween girls' accessory line lets girls personalize their style from head to toe. Tags give young girls an affordable way to accessorize and customize their look. String them on shoelaces or clip them to hoodies and headphone wires. Girls can collect, trade and gift dozens of different Tag styles ranging from glamorous to sporty, and sweet to edgy. Available in four collections: *Glam, Sugar, Sunkiss* and *PopRock*. **Ages 8+; \$1.99 for a single Tag; \$4.99 for a fashion laces/Tag combo pack.**

About Techno Source

One of the fastest growing companies in the toy business, Techno Source is a privately held toy company headquartered in Hong Kong and with offices in New York. The company is committed to delivering high-quality toys and games featuring top-tier licensed brands at aggressive price points. Its award-winning branded product portfolio includes Smiley Central®, Printies™, Disney®, Clickables™, Rubik's®, Bicycle® (U.S. Playing Card Company), Intellivision™, Sesame Workshop®, Phase 10® (Fundex), Are You Smarter Than a 5th Grader?™ (Mark Burnett Productions), Guess What I Am!™, Ouaps™, X vs. Y, and Electronic Touch-Screen Sudoku™. For more information, visit www.technosourceusa.com.

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