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FOR IMMEDIATE RELEASE

TECHNO SOURCE INTRODUCES RUBIK'S SLIDE™, THE ELECTRONIC PUZZLE GAME THAT EVERYONE CAN PLAY AND NO ONE CAN PUT DOWN

*Featuring More Than 10,000 Brain-Busting Puzzles,
Rubik's Slide Launched for 30th Anniversary of Iconic Puzzle*

New York – February 12, 2010 – Since 1980, more than 350 million Rubik's® Cubes have been sold worldwide, making it the number one best-selling puzzle of all time. Unquestionably, the Rubik's Cube has become a pop culture icon, a global symbol of intelligence, and an international phenomenon. To celebrate the Cube's 30th birthday, Techno Source introduces the exciting new Rubik's challenge for 2010 that combines casual gaming with the speed and strategy of classic cubing: Rubik's Slide™.



“It’s amazing that Rubik’s Cube is still just as popular today as when it was first introduced at Toy Fair in 1980,” says David Hedley Jones, senior vice president, Rubik’s. “Now, 30 years later, it’s exciting to witness the Rubik’s brand continue to expand with Techno Source’s fantastic, new Rubik’s Slide electronic puzzle game.”

“Rubik’s Cube has always been about speed, smarts and that special tactile experience,” says Eric Levin, president, Techno Source. “In the 30th year of the Rubik’s Cube, Rubik’s Slide offers puzzle fans of all ages and skill levels a whole new experience.”

Rubik’s Slide combines the simplicity and fun of casual games with fast-paced, brain-busting cubing. Players begin each puzzle by checking the goal pattern and then sliding the lights into the correct pattern by twisting and shifting the top panel. (Much like the slide or “fifteen” puzzles from years ago). Once the puzzle is solved, Rubik's Slide will advance to the next puzzle.

Featuring more than 10,000 puzzles, Rubik's Slide includes two different types of play. Players can see how many puzzles they can solve in Free Play mode or race against the clock to complete a series of 10 puzzles before time runs out in Lightning Round. Rubik’s Slide includes multiple levels of difficulty with easy, medium and hard puzzles built-in, so anyone can play. The electronic game features vibrant light and sound effects, adjustable volume control, and high score memory. Batteries are included. Appropriate for players ages 8 and up, Rubik’s Slide will retail for \$17.99.

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“Casual gaming—whether it’s a handheld electronic game, an iPhone app, a cell phone download, or an online game—has quickly become one of the most popular American pastimes with more than 200 million people playing monthly,” says Levin. “Rubik’s Slide’s innovative and addictive game play makes it the ultimate handheld game for casual gamers of all ages. Once you get your hands on it, you just can’t seem to put it down!”

Rubik’s Slide will make its American debut at the American International Toy Fair in New York City February 14-17, 2010 (booth #3149). It will be available at major retailers nationwide in fall 2010.

Techno Source introduces Rubik’s Slide following successful launches of its award-winning Rubik’s TouchCube™ and Rubik’s Revolution™ electronic games:

Rubik’s TouchCube™, introduced in fall 2009, is the first completely electronic solvable Rubik’s Cube. Featuring touch sensor technology on all six sides, a motion-detecting accelerometer and colored lights in every square, Rubik’s TouchCube combines today’s latest technology with the number one best-selling puzzle ever.

Rubik’s Revolution™, introduced in summer 2007, was the first electronic version of the number one selling Rubik’s Cube. Since its debut, Rubik’s Revolution has been named “Game of the Year” in 14 different countries, it has been translated into 17 different languages, and is distributed in 45 countries worldwide. **Rubik’s Revolution™ Micro Edition**, a keychain version of the Rubik’s Revolution featuring Light Speed™, was introduced that same year. In 2009, Techno Source also introduced the **Rubik’s Revolution™ Titanium Edition**, which has a cool metal look and texture for a better grip as well as new electronic features.

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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