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FOR IMMEDIATE RELEASE

TECHNO SOURCE INTRODUCES INNOVATIVE, AFFORDABLE ELECTRONIC GAMES BASED ON DISNEY•PIXAR'S TOY STORY 3

New York – February 14, 2010 – Techno Source, a worldwide leader in electronic toys and games, will introduce a line of electronic handheld and keychain LCD video games for spring 2010 based on Disney•Pixar's summer 2010 film *Toy Story 3*. The games, which celebrate all three *Toy Story* films, will be showcased this week at the American International Toy Fair in New York City. Appropriate for children ages 4 and up, Techno Source's *Toy Story 3* games will all retail for under \$20.



"*Toy Story 3* is hands down one of the most highly anticipated family movies of 2010," says Eric Levin, president, Techno Source. "Our line of *Toy Story 3* electronic games will allow kids to continue their movie experience as they play along with their favorite characters, at a price that parents can afford. We're especially excited about *Buzz's Blaster*, which is a great role play toy that also has a built-in color video game, which adds great value and a second level of play."

2010 Product Highlights:

- ***Buzz's Blaster*** - Blast your enemies to infinity...and beyond! Help Buzz defeat the evil Emperor Zurg before he takes over the galaxy. Dodge Zurg's ion blasts, get Zurg in your sight and take him down to become the hero of Star Command. Feel every thrill of the battle with tilt action reload technology - tilt the blaster to recharge Buzz's laser when you run out of power. Includes multiple challenging levels, a vibrant full color LCD screen, sound control and real movie sounds. Batteries included. **Ages: 4+. \$17.99.**
- ***Bop the Alien*** - Little Green Men are popping up all over the place! When an alien lights up, bop it on the head with your finger as fast as you can to rack up your score. This handheld game includes two great game modes to test your skills, sound control, and fun movie sound effects. Batteries included. **Ages: 4+. \$9.99.**
- ***Zurg Attacks!*** - Emperor Zurg has attacked the Galactic Alliance and only Buzz can stop him. Help Buzz take down Zurg's legion of evil soldiers with his powerful laser beam, and then blast this menacing monster to infinity...and beyond! Features a vibrant color LCD screen, multiple challenging levels, sound control, music and sound effects. Batteries included. **Ages: 4+. \$9.99.**

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- ***The Claw!*** - The Claw chooses who will stay and who will go. Quickly figure out which of the Little Green Men does not look like the others, or he'll get away! Includes multiple challenging levels, music, and sound effects. Keychain clips on for fun anytime, anywhere. Batteries included. **Ages: 4+. \$4.99.**

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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