



For Immediate Release
 Call (610) 253-6272
 Susan Tucker, ext. 4293
 stucker@binney-smith.com
 Stacy Gabrielle, ext. 4297
 sgabrielle@binney-smith.com
New for 2005

Gadget Headz Robot Lab & Tube Tech Connect the Real World to a Boy's Imagination!

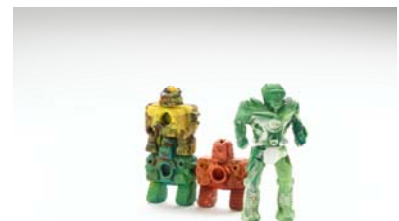
Easton, Pa. -- Gadget Headz from Crayola provides unlimited, open-ended creative ways for boys to connect their imaginations to the real world with two new activity toys -- Robot Lab, a melting machine that morphs crayons into colorful robots and Tube Tech, a building system that lets boys make their own "tubular" construction materials that connect together to make motorized vehicles, bugs and helicopters.

Product

Gadget Headz Robot Lab lets kids make an entire army of colorful robots by melting down leftover pieces of Crayola crayons inside the robot-shaped melting lab. In about 15 minutes, kids can turn a handful of waxy crayon bits into multi-colored robots they can play with. And best of all, half the fun of constructing their own action-oriented toys is the chance to deliberately demolish and build them again!

The toy comes with two molds that let kids mix and match colors and parts, so no two robots are alike. The possibilities are limitless, the fun infectious! Build a full-size, action-figure robot that fits into a motorized Robo-cruiser, or, use the connectable Building-bot mold to create two robots that connect to each other -- and to all their robot brethren! Gadget Headz Robot Lab comes with a built-in wax melter, 12 Crayola crayons, a crayon crusher to speed the melting process, 2 robot molds and a motorized Robo-cruiser for finished robots to ride in.

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$19.99	6-9	July '05



Gadget Headz Tube Tech is the only construction system that lets boys build motorize vehicles, bugs, helicopters and other fun toys using their own set of custom "tubular" building materials they create from scratch! Tube Tech teaches boys how to cut, size, miter, punch holes, bend and expand their tubes to create models from the Project Guide, or toys of their dreams. Kids control the construction and the outcome, and since there is no glue, moms like it too!

Product

SRP Age Availability
 \$14.99 6-9 July '05

The fun begins with the **Tube Tech Starter Set**, which includes a workbench that's needed for use with all other Tube Tech products. The "workbench" allows the builder to turn raw materials -- heavy-duty plastic tubes -- into cool new toys they design themselves. Using the workbench, boys can cut, size, miter, hole punch and flare the ends of tubes so they easily connect into cool creations. The Starter Set comes with more than 170 pieces including tons of colorful tubes, wheels, gears, connectors and blueprints, everything needed to create a helicopter, a tank or anything else they can imagine. The Starter Set lets kids enter the Tube Tech construction world.



Product

SRP Age Availability
 \$9.99 6-9 July '05

The **Motorized Project Pack** lets boys build either race cars or robots that really move. Both kits come with wind-up motors, 50 heavy-duty tubes in 5 assorted colors, and plenty of connectors, wheels, accessories and easy-to-use blueprints that virtually guarantee success in building these unique action-packed toys. Two non-motorized, value-priced **Tube Tech Project packs** offer boys the tools to create creatures and vehicles. They retail for 4.99 and include an assortment of tubes, connectors and wheels.



SRP Age Availability
 \$3.99 6-9 July '05

Product

The **Tube Tech Refill Pack** includes 60 heavy-gauge plastic tubes that kids can use to build anything they're dreaming of. From bridges to dinosaurs to space ships, boats, plains, trains . . . whatever and wherever their imagination takes them, boys can build it with the Tube Tech construction system.



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