



Rubik's goes full circle

London-based Seven Towns Ltd., the company behind the original gazillion-selling sensation the Rubik's Cube has a brand new brain-teaser ready to consumer-launch in Summer 2009. It's called **The Rubik's 360**. And the buzz is that it's going to be huge.

As its name suggests, the 360 is spherical as opposed to cube-shaped and although similarly challenging, it has the immediate and instinctive tactile appeal of all the best toys and games. In essence, the object of the puzzle is to steer the six coloured balls through holes in the spheres and into their respective coloured 'home slot' domes on the outside. But along the way you have to contend with the problem of gravity...

Like the Cube, you don't have to solve it in one go. The 360 has special horizontal rings to 'lock' the balls in place once you've captured them correctly on its circumference.

The team at Seven Towns views the puzzle as complementary rather than competitive to the original Cube; expecting it to considerably expand the existing market for the Rubik's brand. *"We see the 360 as potentially appealing to an even wider and more international audience than our original puzzle"* says David Hedley Jones, Senior Vice President, Rubik's Brand. *"And of course, requiring no electricity or batteries, it's very much in the current eco-friendly mode".*

Retail enquiries regarding the Rubik's 360 should be directed to the Rubik's licensee in your country. Visit www.rubik's.com for worldwide listings – Distribution (at bottom of Home Page).

**NURNBERG STAND DETAILS:
HALL H-10 STAND H-12
Stand Tel.: +49 (0) 911 8606 3016**

- e n d s -

7T128/2008

To arrange a Q & A or interview with David Hedley Jones, Senior Vice President at London-based Seven Towns Ltd., please contact:

Ms Ray Hodges – direct line +44 (0) 1628 894793 or email r.hodges@hpsgroup.co.uk

Or for the duration of the Nurnberg show, David can be contacted direct on 00 44 7852 169495 or 00 44 7930 391414