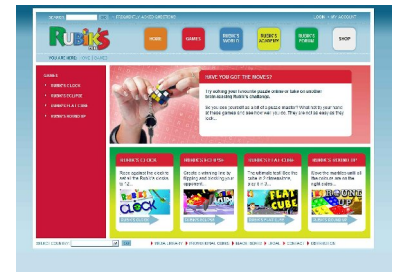
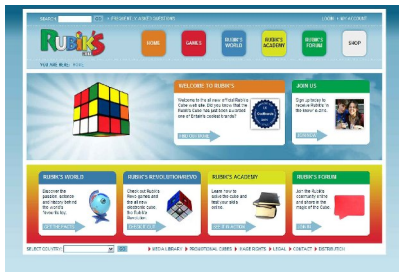


The Wonderful Web World of Rubik's

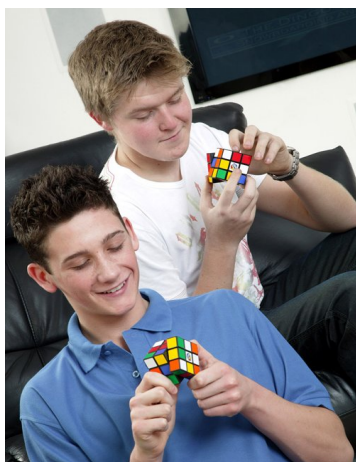
Check out the best, the only official source of Rubik's information on the worldwide web – with the brand new Rubik's website at

www.rubiks.com



You won't be surprised to know that the Rubik's Cube has recently been named as one of Britain's coolest brands. Pretty appropriate, then, that the world's most iconic toy has just launched its cool new website. Log in to www.rubiks.com and you're just a click away from everything you ever wanted or needed to know about the legendary Rubik's Cube. Now you'll be one of the first to know about any new products, events or news relating to the Cube. And of course, the site itself will be constantly updated with the latest Rubik's news and information. There's loads of great stuff there already, with lots more being added all the time, so be sure to log in regularly.

Games galore



Games, for a start. As you'd expect from a website dedicated to one of the greatest puzzles in the world, the new Rubik's website has challenging games for you to play online – all with a Rubik's theme, naturally. Like the Rubik's Clock, where you need to set all 18 clock faces to 12 o'clock in the shortest time or the fewest moves.

Or the Rubik's Eclipse, where the object is to get three of your tiles the same way up in a vertical, horizontal or diagonal line.

All the games are great fun, and good practice for honing the mental skills you'll need if you want to become a Cubing Master.

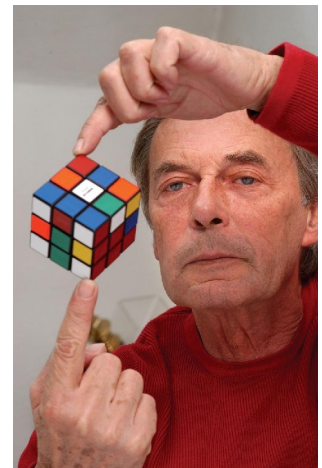
The site also has great links to take you to other fun stuff, such as the Rubik's REVO site, where you can play online versions of the original electronic REVO games, such as Code Cracker, Light Speed and Pattern Panic – all requiring lightning quick reactions, just like the real Rubik's REVO.

Learn from the Masters

If you're new to the Cube, do you want to know how to solve it? Or polish up your solving technique? Then you need to click through to the 'Rubik's Academy'. There you'll find a step-by-step video guide to completing the Cube, plus tips from the world's top Cube Masters. People like Tyson Mao – who, with his brother Toby, taught Will Smith to cube for Pursuit of Happyness- Dan Harris (the fastest Cuber in the UK) and Jasmine Lee (one of the fastest females Cubers in the world). There are also video clips of some amazing solves – including the youngest ever solve, by a three-year-old!

The Facts at Your Fingertips

Want to know more about the fascinating history of the Cube? Or discover a few fantastic facts to impress your friends? (Did you know, for example, that if all the Cubes sold to date were placed on top of each other, they would reach the top of Mount Everest, twice?!) Then 'Rubik's World' is the webpage for you. Here you can find out about all things Rubik, and learn more about the man behind the Cube, Hungarian Professor Erno Rubik.



Plus there's a neat online calendar that tells you about all the upcoming official World Cubing Association competitions that are taking place around the world.

Chatterbox

One of the best things about being a Rubik's enthusiast is sharing your enthusiasm with like-minded people from different countries. So why not create yourself a user account and log in to the 'Chat Forum'. Create your own avatar and signature, then get chatting to fellow Rubik's fans straight away.

You can share tips and solution methods, post news of your best times, or simply have a friendly webchat with your own cubing mates... and members of the ever-growing online Rubik's community, throughout the world.

Top Shopping

Then there's the Online Shop, where you can buy all sorts of Rubik's products, in a galaxy of cool designs - from the classic 3x3x3 Cube to the brilliant, hi-tech REVO, marketed as The Revolution in most countries. Then there are Collectors Items... snap them up, they'll be worth a lot more in a few years' time. There's even everything you need to give your favourite competition Cube an MOT, like spare stickers or a Cube Lube kit.

There's lots more – FAQs, links to other Rubik's sites you'll want to visit - but we think you'll have fun exploring the new Rubik's website for yourself. And you can get in touch with the Rubik's webmasters, to ask questions about the Cube, send in your photos, stories or competition news etc., or perhaps even to tell them what you think of the new site.



When you've finished flexing your fingers at the keyboard, checking out the virtual world of Rubik's, you'll doubtless be itching to get back to the real thing. And with the all the power of the Rubik's internet just a mouse click away, we're sure you'll want to visit again and again... to share the experience.

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For further information, high resolution pictures or to interview David Hedley Jones (Senior Vice President, Rubik's Brand) and/or Chrisi Trussell (Vice President, Rubik's Brand) of Seven Towns Ltd., the company which owns the worldwide rights to the Rubik's Cube - or to organise a Q & A, please contact:

Ms Ray Hodges of HPS-PR - +44 (0)1628 894793

or email r.hodges@hpsgroup.co.uk