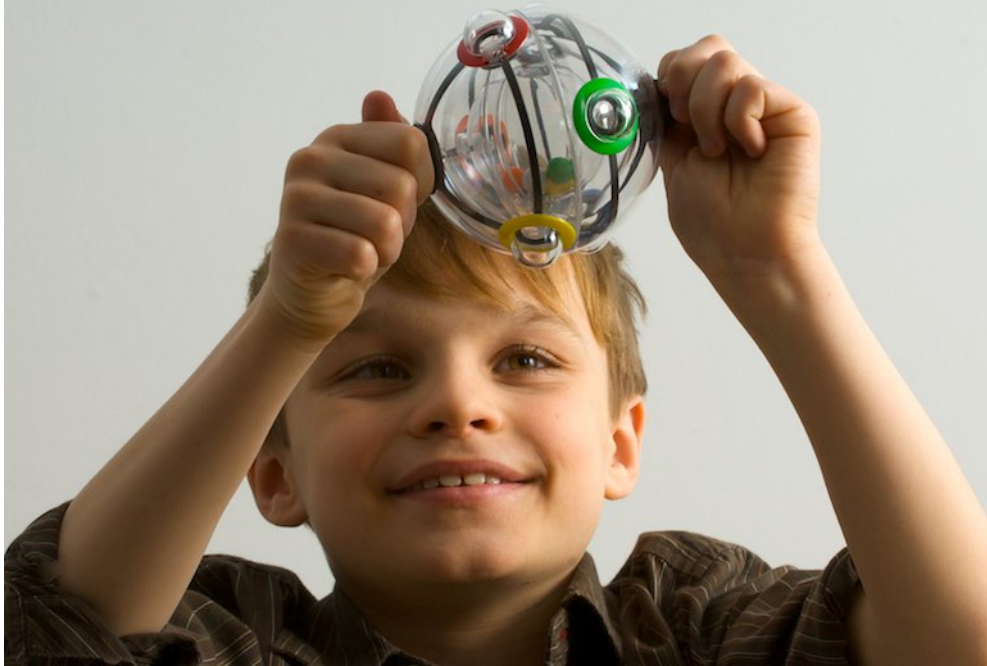


# KIDS - THE NEW RUBIK'S 360 IS READY TO LAUNCH!

Hurtling out of the Cosmos...  
...Defying the laws of gravity  
A NEW RUBIK'S STAR IS BORN!



Everyone's been waiting for the launch of the new Rubik's 360 puzzle. Now the time has come! Our press release gives you an overview of this totally unique and fabulous new product from Rubik's – please check the [www.Rubiks.com](http://www.Rubiks.com) website for the **name of the distributor in your country** (see 'Distribution' tab at bottom of Home Page) and contact them direct for more information and the date that the 360s will be going into the shops in their territory.

**Are you ready for a new force of puzzle?** A puzzle that collides into your brain and takes every last cell to solve! Well, hold on tight, there's something just as good, just as exciting, as the famous Rubik's Cube about to smash into the stratosphere!

**First there was the Cube, now here comes the 360!** See over



The Rubik's Cube, of course, is the master of a challenge and you and your mates have probably already conquered those multi-coloured sides, or taken up the new international sport of 'Speedcubing'. If you love the Cube, you will go crazy for the NEW Rubik's 360 - it is literally taking addictive puzzling into a totally different dimension... and it's about to put you in a spin!

### Hold tight!

The Rubik's 360 (age 8+) is an exciting puzzle that you can have loads of fun with – in fact hours and hours of fun! All you need is skill, nifty fingers and clever thinking. Grab it with both hands though, because everyone is going to want a piece of this action!

### It's a sphere, within a sphere, within a sphere!

The Rubik's 360 looks like a galaxy within a galaxy within a galaxy... with 3 different-sized clear bubbles locked inside each other. On the outside there are six coloured domes positioned around the edge, and two black domes, which when twisted, operate an internal 'locking' mechanism.

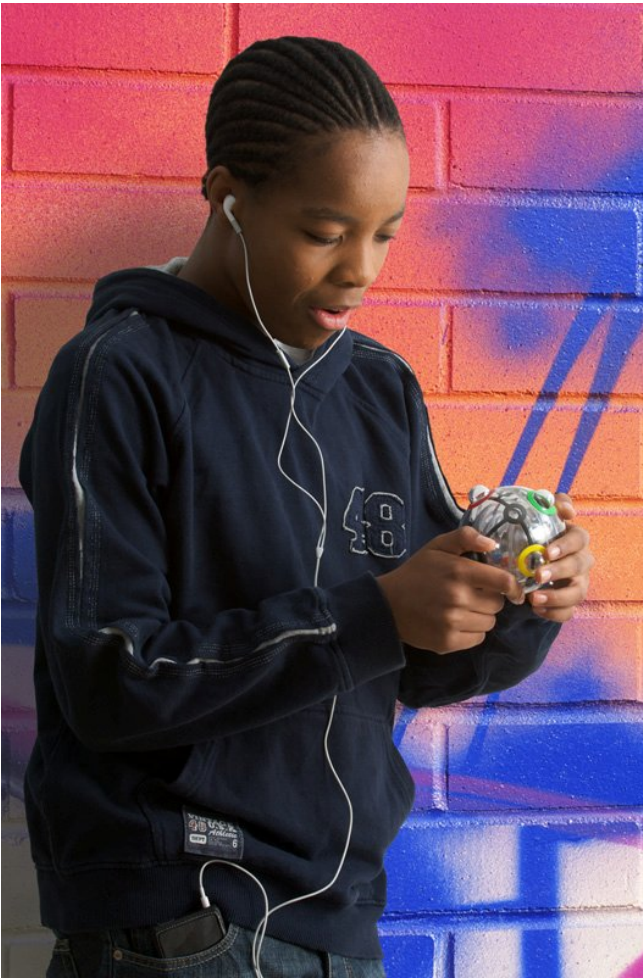
### Can you reach the target?

To solve the Rubik's 360 all you need to do is launch the orange, yellow, green, blue, white and red balls into their matching coloured domes – simple really! The only problem though, is that these balls start out locked in an inner, see-through, spherical core - and there's only one way through. Once through the first obstacle, the balls find themselves in another sphere, with yet another 'black-hole' escape route, and then finally end up in the outer zone. Is that it? No, don't be silly! This is a Rubik's after all! You now still have to carefully flip, whirl and twirl each ball into its own outer dome – easy eh?



As this is a Rubik's there is also yet another twist! The two inner spheres are weighted so they are constantly working against you and pulling towards their original position as you turn the puzzle. So just when you think you've got a ball in the right place, chances are, the inner spheres will succumb to gravity and mess it all up again!

## All-round sensation!



Don't worry though, you don't have to solve the 360 all in one go! Just twist the black outer domes to lock the first balls in place once you have captured them correctly. That way you don't have to start all over again if you make a mistake or have to get on with other things (like going to school).

Just like the Rubik's Cube, there is of course a knack to solving this ingenious spherical pinball wizard. All you need is time and space to work it out. It could take a few mind-bending attempts to get to grips with it, but after loads of twirling (and even a bit of rock 'n' roll!), suddenly you'll get the knack, and will be rushing to show everyone how clever you are!

## Time for a lock-down!

You'll be wanting to get your hands on the Rubik's 360 as soon as possible. And you won't want to put it down for a moment – otherwise someone will grab it. Even Mum, Dad and Granny or Grandad will all want to have a go. And once they learn just how it's done, everyone will want to do it again and again, faster and faster! Look out Speedcubing, here comes Speed360!

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For more information on the new Rubik's 360, or HR pics,  
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