



MONTHLY BULLETIN

January 2009

The Rubik's 360 is ready to launch!

These are exciting times! A new Rubik's game craze is ready to hit the streets and win the hearts and minds of puzzlers everywhere... the Rubik's 360 is ready to **shake**, **rattle** and **roll**!



The first 'official' trade sightings will be at the **Nuremberg Toy Fair** in early February, where Seven Towns, Jumbo and a number of our other licensees will be exhibiting and visiting. Of course nothing can ever compete with the one and only Cube – which has now transcended its puzzle roots, having become a design icon and even spawning the fascinating international sport of Speedcubing. But everyone is saying that the Rubik's 360 is going to be a real contender for the 'must-have' title amongst families worldwide: once again, this is the puzzle that everyone wants to play with... and nobody can put down!

Grab the opportunity – hold tight, you're on your way! We anticipate that most of our licensees will want to participate in the worldwide launch of the 360 – timed to create consumer awareness from late Summer onwards. We'll be sending you an informative **Licensees' Publicity Guidelines** document, which we hope will help spark ideas and activities which will work for your audience, in your country – however you choose to adapt them.

As you'll have seen from the examples above, we've also produced a great set of more than 20 'lifestyle' **PR and website photographs** featuring the Rubik's 360, with both adults and children playing on it. These, and **guideline press releases** addressing both markets will also, we hope, be helpful to you.

It's Cool to Cube...





CUBERS PUT INDIA ON THE 'OFFICIAL' MAP

Huge numbers of talented Speedcubers have already registered to compete in the first ever official (World Cube Association) Open event in India, which takes place in Kanpur on 13th and 14th February. The organisers are looking forward to announcing (and celebrating) many new records, and of course everyone is expecting a sky-high performance from young **Bennett Orlando** (pictured here with his dad, Jean Louis) whose specialisation includes solving the 5x5x5 – blindfolded !



MILAN WOWS THEM IN WASHINGTON

18-years-old **Milan Baticz** from Hungary isn't just a world-class Cuber, recent events have proved that he's a brilliant performer in front of an audience, as well! Milan, accompanied Rubik Studio's **Janos Kovacs** on a grueling six-day tour of many famous Washington entertainment and educational venues, as part of the **Kids Euro Festival** – the biggest children's festival ever to be held in the United States.



Their combined 'turn' consisted of a short presentation on the history of all things Rubik's by Janos, followed by Milan demonstrating his competition skills, including blindfolded and with one hand – with 'question-time' afterwards. Their daunting schedule embraced the John F. Kennedy Center for the Performing Arts, the Strathmore Mansion, the Shakespeare Theatre's Sidney Harman Center for the Arts, La Maison Francaise, the Goethe Institute, the Embassy of Hungary – and three public charter schools. What dedication - congratulations, guys !





What's up, Stateside?

BRILLIANT PRANK LIGHTS UP EAST VILLAGE, MANHATTAN!



One of the most prominent landmarks in the East Village of Manhattan – and a genuine social hangout for local kids on fine days - is a giant spinning cube structure, situated right in the middle of busy Astor Place. A prankster team of five guys and a girl, all dressed in Rubik's colours, spent many long hours creating an arresting painted cardboard 'coat' for the statue – and in the dark of the night their new creation took shape! Next morning, many thousands of people pouring out of the subway and commuting into work in cars and buses were treated to the delightful, colourful sight of an enormous, robustly constructed Rubik's Cube in the middle of the plaza. Amazingly, it stayed in position all day – only to be removed, as darkness fell... by a crew from the NYC Maintenance Department!

AND A FITTING GOODBYE TO WINNING MOVES' INTERN!



Philip Orbanes sent us this yummy pic taken on the last day – 11th December - of Leah Wood's internship at Winning Moves. According to Philip, Leah is a great person and a hard worker, who did a lot to help the team in the R&D Department during the fall. During the day, her mom brought her in a cake... which was much appreciated by all – as you can well imagine !





KEEP US IN YOUR PICTURE!

We really enjoy hearing from you

If you have any news for us – or distribution, marketing or publicity tips you feel would be useful to other licensees in the ever-expanding Rubik's network, please get in touch – by the 20th of the month, every month

With best wishes – David, Chrisi and the team at Seven Towns

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