



HEXBUG INVADES PDQ

Greenville, Texas – May 20, 2011 – Innovation First International (IFI), creators of HEXBUG Micro Robotic Creatures – the hottest boy's toy at retail for 2011 – has announced an exciting partnership with PDQ, Building Q's sister company. PDQ will both license the HEXBUG brand as well as seek out appropriate and strategic licenses to apply to the award winning toy line.

Woody Browne, managing partner of PDQ, and youth and family marketing expert, Scott Shahmanesh of Brandemonium, are working in tandem to develop a strategic, long-term brand licensed program of core partners and products.

"We've been asked about licensing for the past year, but have been focused on getting the HEXBUG brand established at retail, and growing it to a critical mass to support a third party licensing program," said Joel Carter, chief marketing officer of Innovation First International. "Now that HEXBUG is a world-recognized brand, we are extremely excited to bring Scott and Woody on board and look forward to a successful 2012."

Chris Troyak, president of Innovation First Labs, the parent company's toy division, said, "I have known Scott for a long time and his vision and industry knowledge, combined with the long history and industry respect of Woody, give our team a tremendous advantage and leg up in achieving our goal of a long-term established brand that can live on many platforms."

Key retailers are already looking forward to product, and the goal is a short list of marketing partners that will insure the HEXBUG brand continues to grow and resonate with boys ages 5 and up.

According to Browne, "HEXBUG is on the cusp of becoming a toy staple in the 'Boys 4-8+' category, and careful, strategic licensing is the logical next step. We are looking forward to creating beneficial long-lasting partnerships for HEXBUG that will grow the product line's status into an industry icon."

Scott and Woody are scheduling select meetings in at Licensing Show to discuss the opportunities for 2012 and beyond with category specific partners.

About HEXBUG and Innovation First

The HEXBUG® product line was developed by Innovation First Inc, and is distributed and marketed internationally by Innovation First Labs, Inc., both wholly owned subsidiaries of privately held Innovation First International, Inc (IFI). The company was founded on the belief that innovation very early in the design process is necessary to produce simple and elegant product designs. Innovation First began developing electronics for unmanned mobile ground robots and is now an industry leader in research and development for the hobby, competition, education and toy markets. For more information about IFI visit www.innovationfirst.com.

About PDQ

PDQ was established by Woody Browne in 1994 as a project-based "sister company" to Building Q. PDQ develops, markets and licenses consumer products. The company has managed many successful projects, such as the creation, development and marketing of the extremely popular SpongeBob SquarePants® Aquarium. For more information about PDQ call 970-382-3019 or email woody.pdq@buildingq.com.

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