



# Press Release



MMC are pleased to launch



## Cutie Cubes

ON SALE	08/02/2008
PRICE	£1.90
FREQUENCY	One Off
DISTRIBUTOR	MMC
DISPLAY WITH	Other collectables, including High School Musical and Bratz

### **A pet to love and collect!**

With the success of BRATZ, WWE and YU GI OH Lamin cards, EDIBAS are pleased to launch CUTIE CUBES. Already a huge success in Italy CUTIE CUBES will certainly repeat this success in February 2008 with it's UK launch.

Distributed by MMC, each pack of CUTIE CUBES will contain a puppy, a cutie cube, toy, patch of grass and a fence. Altogether there are 16 incredibly cute dogs to collect and store in their own brightly coloured stackable CUTIE CUBE. There are a wide range of breeds to collect, each in their own unique homes, they can be stacked on top of each other in a range of shapes and sizes as a collection builds.

There is no other product like this on the market. CUTIE CUBES are aimed at girls ages between 5 and 12 years old and are highly collectable being both cute and innovative.

CUTIE CUBES will go on sale 8th February 2008 and will be launched along with a national TV advertising campaign targeted effectively during high profile children's television programmes. Priced at just £1.90 CUTIE CUBES are bound to be a big hit with children who want to collect something different from the usual 2D collectables.

ENDS

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