



For Immediate Release

On Sale 15th May 2008

Press Release

MMC are pleased to launch



Dr Who Rollers



ON SALE	15/05/2008
PRICE	£0.99- £3.50
FREQUENCY	One Shot
DISTRIBUTOR	MMC
DISPLAY WITH	Other collectables, including Match Attax, High School Musical, Dr Who Ultimate Monster



Distributed by MAGAZINE MARKETING COMPANY (MMC) MAGIC BOX INT are pleased to announce the launch DR WHO ROLLERS. The ROLLERS concept has already been a huge success for MAGIC BOX INT in many European countries. DR WHO ROLLERS will introduce this new collectable game concept to the UK market in May 2008.

MAGIC BOX INT are a highly successful, long established collectables publisher with an excellent track record of success. Recent products include SHOOT OUT and GOGO's CRAZY BONES.

Each packet of DR WHO ROLLERS is priced at 99p and contains two ROLLERS game pieces. Each ROLLER features a DR WHO character and there are 60 different characters to collect. The collection is complimented by a DR WHO ROLLERS TARDIS storage unit. The TARDIS is priced at £3.50 and includes one packet of ROLLERS. This highly desirable storage unit is sure to be a huge hit with all Dr Who fanatics.

There are a number of action packed ROLLERS games to play and each packet is printed with game instructions on the reverse side. Young creative minds will undoubtedly create many of their own ROLLERS games to play.

ROLLERS is a new and unique collectable game concept. It is aimed at boys and girls aged from 5-14. It is highly collectable and great fun to play. It is sure to be a big hit in the playground.

DR WHO ROLLERS goes on sale 15th May 2008. The launch will be supported by extensive marketing and sampling, including a covermount on the amazingly successful DR WHO ADVENTURES COMIC.



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