

Press Release

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BRAINSTORM TO LAUNCH EUREKA! AT SPRING FAIR 2011

BRAINSTORM LIMITED is delighted to announce the launch of their new brand **EUREKA!** at the **2011 SPRING FAIR**.

"2011 is an exciting year for us with the launch of our new brand **EUREKA!**" says Nick Saunders, Sales Director at Brainstorm. "**EUREKA!** is a range of fun, educational and interactive products that will be show-cased at Spring Fair and Toy Fair."

Explore the universe with the **EUREKA! DEEP SPACE HOME PLANETARIUM AND PROJECTOR**. With two domes, the planetarium projects rotating star or constellation patterns onto ceilings and walls, instantly transporting you into outer space! Rotate 180° and use the high quality projector to view 24 colour NASA and Hubble Telescope photographs of spacecraft, astronauts, planets and nebulae, from three changeable slide disks. And at bedtime **DEEP SPACE** transforms into a cool night light.

The **EUREKA! RC ILLUMINATED MOON** scrolls through twelve illuminated lunar phases, operated by remote-control. The authentic moonscape shines moonlight just like the real moon. With a full colour moon facts booklet, the Moon is a must-have accessory for any kid's bedroom.

The **EUREKA! RC ILLUMINATED SOLAR SYSTEM** includes a full sun with eight rotating planets that are operated by remote-control. Detailed, colour planets rotate on three separate orbits around the sun. By day the **SOLAR SYSTEM** makes an impressive addition to any bedroom - by night the illuminated sun makes an attractive night light. Includes a full colour space facts booklet, making this a fascinating and educational gift for any child.

The **EUREKA!** range will also feature the **2 IN 1 GLOBE** - earth by day, space by night. The 22.8cm daytime globe shows political boundaries and natural features, such as lakes and rivers. Explore the night sky with the illuminated night globe, which shows key stars and constellations. An advanced light-sensor automatically turns on the LED illumination whenever the room darkens, magically transforming the earth globe into a captivating map of the stars.

Girls can bring nature's most beautiful light show into their bedroom with **EUREKA! MY VERY OWN RAINBOW**. This captivating light projector uses multi-coloured LEDs to display rainbow colours all around the room. Perfect for parties and sleepovers and a charming night light to encourage sweet dreams.

At a lower price point, the **EUREKA! SPACE EXPLORER ROOM PROJECTOR**, with 24 colour NASA and Hubble Telescope photographs, projects onto the walls of any room.

Kids love to have a torch to hand! At a pocket-money price point the fun handheld **EUREKA! NATURE PROJECTOR TORCH** has two domes to project different patterns onto bedroom walls. Available in two styles, with sea creatures or with wildlife projector domes. The **EUREKA! SPACE PROJECTOR TORCH** has 24 colour NASA and Hubble Telescope photographs, on three changeable slide disks, which can be projected onto bedroom walls.

The **EUREKA!** range also includes **THE ORIGINAL FLYING BIRD**. New to Brainstorm, this amazing flying bird has been delighting kids of all ages for over forty years. The mechanical toy flies up to 50 metres by flapping its tear-proof wings, powered by a superior quality rubber-band. And now available is the new **MINI FLYING BIRD**, perfect for indoor flight.

2011 sees **BRAINSTORM** adding more licenses to complement the existing range of stickers and room decorations. New licenses include **TOY STORY3** and **SPONGEBOB**, plus additions to **HELLO KITTY**.

New to our **FACT FINDERS** range is **MOST DEADLY**. Featuring 40 of the most deadly animals in the world, such as the Great White Shark, Indian Cobra and Saltwater Crocodile, the wheel gives frightening facts about each animal and top tips on how to avoid these most fearsome of creatures.

DINOSAUR PICTURE VIEWER is a new addition to the **NATURAL HISTORY MUSEUM** license. These pocket sized, pocket-money viewers each include three discs with 24 animal photographs. Also available: Wildlife and Sea Creatures.

Also with new products in our **MOSTAIX** and **CYBER CLEAN** ranges, there are lots of reasons to come and visit us at SPRING FAIR 2011!

Spring Fair 2011, Hall 5 Stand A61

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