



Innovation First

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INNOVATION FIRST, INC. DEBUTS NEW INNOVATIVE ROBOTICS LINE-UP AT TOY FAIR

NEW YORK – February 18, 2008 - Robotics toys are taking over the Jacob K. Javits Convention Center in New York City during the 2008 New York International Toy Fair, February 17 – 20 as [*Innovation First, Inc.*](#) debuts a new line-up of innovative toys sure to wow and amaze children of all ages. The Company will showcase its existing robotics line-up and new consumer robotic toys during Toy Fair at booth #5913.

In 1996, Innovation First began producing electronics for autonomous mobile ground robots and now is an industry leader in the hobby, competition and education robotics markets and a growing developer of consumer robotics toys.

“Our new line-up speaks to the success of our existing award-winning robotics products,” said Tony Norman, president and chief executive officer of Innovation First. “Our goal is to further Innovation First’s presence in the retail toy market by continuing to introduce new innovative items and encourage children of all ages to learn about robotics and enhance their science education.”

The HEXBUG Micro Robotic Creature is obedient, intelligent and looks and moves around just like the real creepy crawler it resembles. First introduced in 2007 in five different colors and body shapes for \$9.99, the HEXBUG will get an update in 2008 with the addition of the HEXBUG Inchworm and HEXBUG Crab. Additional designs will be introduced throughout the year.

- ☒ **The HEXBUG Inchworm (\$19.99)** is the first micro creature with complete 7-way steering. The user can direct its looping type body movements forward, backward, left and right with an Infrared (IR) controller. Available in August 2008.
- ☒ **The HEXBUG Crab (\$14.99)** looks and functions like a tiny crab from the ocean floor, walking sideways and stopping to hide in the dark thanks to its on-board light sensor. The Crab's movement can be controlled through its sound sensor by clapping to scare it from its dark hiding place or send it backtracking in a different direction in the light. Available in August 2008.

The VEX Robotics Design System (\$299.99) is an open-ended robotics platform that includes more than 500 parts and accessories for young inventors and hobbyists to design radio controlled and programmable robots that expands the boundaries of experimental intelligence. VEX allows users to explore the possibilities of science, technology, engineering and math in an entirely new way, making VEX an ideal tool for teaching robotics the in the classroom. Several programming options, school curriculum and more than 20 additional accessory kits and add-on parts are also available. Currently available at www.vexrobotics.com.

VEX RCR Mini incorporates the same fun and challenges of the successful VEX Robotics Design System, but at less than half the size and one-third the price. New for 2008, its open ended architecture allows users to build from detailed plans, or create their own design, satisfying the novice and advanced hobbyist alike. VEX Mini will be sold for less than \$100 as a 300 part kit with additional accessory kits available. The VEX Mini's quarter inch pitch is structurally compatible with all half inch pitch full-scale VEX EDR and RCR robots, enabling builders to design more capable, dexterous and agile robots by mixing parts. Available in August 2008.

To make it easy for retailers to procure Innovation First products, the company has created a wholesale web portal tailored to serve merchandise buyers with small and medium sized retail stores and chains. After setting up a reseller account online, buyers may log on to www.wholesale.innovationfirst.com and make wholesale

purchases using a company credit card or Purchase Order. Users may specify shipping addresses including direct shipments to third party locations.

In addition to developing its product line and wholesale web portal, the company has launched several online resources for the advancement of the robotics industry, including www.RobotEvents.com, which provides comprehensive information on the latest robotics news, blogs, competitive events, educational workshops and information to enthusiasts.

About Innovation First, Inc.

Innovation First, Inc. was founded on the belief that innovation very early in the design process is necessary to produce simple and elegant product designs. Innovation First, Inc. began producing electronics for unmanned mobile ground robots, and is now an industry leader in the hobby, competition and education markets. The company's award-winning Vex Robotics Design System, VEXplorer, HEXBUG Micro Robotic Creatures, and IFI Robotics span the education, consumer and business-to-business markets. Please visit www.innovationfirst.com for additional information.

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