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**FOR IMMEDIATE RELEASE**

**Perplexus Fans and the Media are Invited to Imagination Toys in Ladue on July 13, 2012 to Try Out  
Superperplexus – A Giant-sized Version of the ‘World’s Smartest Toy’ Perplexus**

**Ladue, MO** – Fans of the game Perplexus, the tipsy, turvy, can’t put it down 3D marble maze game from PlaSmart Inc. are invited to **Imagination Toys** on **July 13, 2012** to meet with two A-Maze-ing Perplexus Tour Ambassadors to learn more about the game that has perplexed players since it was introduced in 2010.

Also on display will be the Superperplexus, a giant-sized replica of the Perplexus Original game to provide fans and interested parties with the opportunity to learn tricks and tips to solving the incredibly challenging puzzle and to see in large-scale just how challenging Perplexus is to solve, and was to invent and create.

“Perplexus is a game that is challenging for people of any age – from 4 to 104,” says **Polly Lett, President of Imagination Toys**. “Families that visit our store tell us how much they enjoy playing Perplexus and the challenge it provides. We are thrilled to give our customers an opportunity to come out and meet the Perplexus 2012 Tour Ambassadors so they can learn more about the game and have an opportunity to try out the giant-sized Superperplexus!”

Perplexus from PlaSmart Inc. is the world’s first 3-dimensional maze game where players maneuver a small marble around challenging barriers inside a large-sized transparent sphere. Unlike traditional flat-surface mazes that are composed of one path, Perplexus challenges players like no maze has before with numerous paths to choose from and dozens of barriers to overcome offering hours of entertainment and fun. Players can race each other, or the clock. In addition to being an entertaining game, Perplexus is a great tool for cognitive development, encouraging children to exercise their problem-solving, motor and dexterity skills, as well as improving their hand-eye coordination. For more information visit [www.perplexus.net](http://www.perplexus.net).

**About PlaSmart Inc.**

PlaSmart is a global toy distributor specializing in providing smart, simple, fun products that bring families together. PlaSmart’s products include Perplexus (Original, Rookie and Epic), the world’s first 3-dimensional maze game; PlasmaBike, a two-wheeled, no-pedal balance bike (all new for 2011); and PlasmaCar, the mechanical marvel powered by the cleanest and most inexhaustible energy source - kid power. Plasmart’s products are available on five continents and in more than twenty countries.

For more information visit [www.plasmarttoys.com](http://www.plasmarttoys.com)

**About Imagination Toys, Inc.**

Imagination Toys, Inc. is a specialty toy retailer focusing on unique, educational and developmental toys for kids of all ages. Located in the heart of Ladue, Imagination Toys offers its customers a unique toy buying experience. With a large selection, knowledgeable staff and specialized service, including gift wrapping, Imagination Toys is the destination in St. Louis for toys.

For more information visit [www.imagination-toys.com](http://www.imagination-toys.com)

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