



## INNOVATION FIRST LAUNCHES ELITE NEW TOY FORCE: HEXBUG WARRIORS BATTLING ROBOTS WITH CUSTOMIZABLE BATTLE SETS

*Highly Anticipated New Line of HEXBUG Products Hit Retail Stores Worldwide and Online at  
[HEXBUG.com/Warriors](http://HEXBUG.com/Warriors)*

**GREENVILLE, Texas – Aug. 2, 2012** – The creator of the popular HEXBUG brand of high-tech micro robotic creatures has unleashed the newest members of the HEXBUG family: the rough and tough HEXBUG® Warriors Battling Robots. These futuristic fighters are tiny, collectible, micro robots that use the physics of vibration, similar to the famed patented HEXBUG Nano, to propel forward and challenge competitors in sleek new customizable Battle Arenas and Stadiums.

"We're introducing some exciting new high-tech features and competitive elements with the launch of HEXBUG Warriors Battling Robots, including customizable armor, damage indicator lights, and shock sensors, that give kids new, interactive ways to engage in open-ended play with our toys," said Chris Troyak, president of Innovation First Labs, Inc. "This is the first major extension of the HEXBUG brand that uses our successfully patented HEXBUG Nano technology, and it is just the beginning of what we have planned to roll-out for the holiday season."

HEXBUG Warriors Battling Robots come in four colors – red, yellow, blue and green – representing four dueling science academies from the year 2087, *Viridia Prep*, *Tronikon Tech*, *Bionika Cyborg* & *Caldera Prep*. Kids can outfit each Warrior with strategic combinations of mechanical weapons and armor to outmaneuver their rivals, and control the fate of their academy's Warrior fleet. As each HEXBUG Warrior Battling Robot is turned on and powered up, the selected weapons come to life kinetically using the patented HEXBUG Nano vibration technology. As the battles rage on, each robot's jabs activate an onboard Shock Sensor causing the Damage Indicator Light to blink more rapidly as the Warrior's health decreases. Ultimately, only one HEXBUG Warrior Battling Robot is left standing victorious on the Battle Arena or Stadium.

Beginning today, HEXBUG Warriors Battling Robots are marching into retail stores nationwide including Walmart, Target, Toys"R"Us and RadioShack, among others. In September, they will also be available in Canada and the United Kingdom exclusively at Toys"R"Us stores. Kicking off the launch, HEXBUG Warriors Battling Robots will be showcased and demoed at two highly influential mom blog events being held in New York, NY, coinciding with the [BlogHer](#) 2012 conference, on August 2 hosted by The Big Toy Book and on August 3 hosted by BSM Media.

New HEXBUG Warriors Battling Robots now available include:

- **HEXBUG Warriors Battling Robots** – Kids can operate their HEXBUG Warriors in Training Mode, with unlimited health, for scrimmages and testing purposes. Once the Warriors are equipped and ready for battle, they can be powered into Match Mode and are set to enter into competition, where they crash, jab and jostle with their opponents until they win or lose by running out of health at which point they deactivate. Once put in Match Mode, each robot's Shock Sensor activates its Damage Indicator Light which changes colors from green to red and blinks more rapidly as its health decreases. There are 12 assorted HEXBUG Warrior Battling Robots Single packs available for fans to collect. Each Single pack includes 1 fully-armored Warrior. MSRP is \$7.99 and the product is CPSIA approved for kids ages 6 and up.
- **HEXBUG Warriors Battle Arena** – The battle arena is the perfect stage for HEXBUG Warriors students to hone their skills. It comes with two HEXBUG Warriors with weapons and armor, two expandable battle arena pieces (compatible with Battle Stadium), three standoffs and extra bonus armor. There are four assorted HEXBUG Warrior Battle Arenas available for fans to collect. Each

features a different opposing pair of Warriors. MSRP is \$19.99 and the product is CPSIA approved for kids ages 6 and up.

- **HEXBUG Warriors Battle Stadium** – The ultimate large scale battleground for all HEXBUG Warriors students comes with two fully-armored collectible HEXBUG Warriors, eight Battle Stadium Pieces (compatible with Battle Arena) and 12 standoffs. There are two assorted HEXBUG Warrior Battle Stadiums available for fans to collect. Each features a different opposing pair of Warriors. MSRP is \$29.99 and the product is CPSIA approved for kids ages 6 and up.

For more information on their fierce futuristic rivalry, visit [www.hexbug.com/warriors](http://www.hexbug.com/warriors).

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**About HEXBUG and Innovation First:**

HEXBUG® is a product line developed by Innovation First Inc., and distributed and marketed by Innovation First Labs, Inc., both wholly owned subsidiaries of privately held Innovation First International, Inc. The company was founded on the belief that innovation very early in the design process is necessary to produce simple and elegant product designs. Innovation First began developing electronics for unmanned mobile ground robots and is now an industry leader in research and development for the hobby, competition, education and toy markets.

Innovation First International's three main subsidiaries, VEX Robotics, Inc., Innovation First Labs, Inc. (makers of HEXBUG® Micro Robotic Creatures), and RackSolutions, Inc. span the education, consumer and business-to-business markets. The VEX® Robotics Design System is the leading platform for middle school and high school education and competitive robotics. Leveraging the company's core competency in electrical and mechanical engineering, the RackSolutions® division works closely with all major computer OEMs to provide custom mounting solutions and industry-wide rack compatibility for data installations of all sizes.

In 2009 the company added offices in Hong Kong, China and the United Kingdom to better serve the global marketplace. This network was expanded to Canada in 2010 with the addition of an office, warehouse and distribution center located in Toronto. With an advanced in-house metal fabrication plant, distribution center and corporate office located together in a 13-acre complex in Greenville, Texas, the company is poised to continue on a rapid growth path. Please visit [www.innovationfirst.com](http://www.innovationfirst.com) for additional information.

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