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GEOSMART™ UFO AND MOON LANDER TO TOUCH DOWN IN PHILADELPHIA AT ASTRA MARKETPLACE

Prized For Its Patented Safety System, Two New Geomagnetic Construction Sets Expand GeoSmart's Out-Of-This-World Product Line

San Francisco, CA (April 5, 2017) – Kids will have no problem identifying which of the 25 pieces “click” together as they build GeoSmart’s **UFO (\$39.99)**. That’s because youngsters are naturally attracted to the push and pull of magnets. GeoSmart adds a layer of fascination with square and triangle shapes plus LED lights. Be one of the first to witness this UFO landing at ASTRA Marketplace in Philadelphia in June.

Philadelphia is a city known for firsts and GeoSmart building sets make the perfect first-construction-kit for curious kids ages 5 and up. ASTRA attendees are always on the lookout for what’s truly *special* and GeoSmart delivers.

Building on its popularity of multiple out-of-this-universe sets introduced at the American International Toy Fair earlier this year, two more space-age kits, UFO and the 31-piece **Moon Lander (\$49.99)** come to market in time for fourth quarter giving.



Every GeoSmart set boasts durability and safety. As kids tinker, parents can be confident with GeoSmart’s patented double-lock safety system. Each magnet is encased twice (!) so little ones will never see nor touch the magnets.

Consumers who have purchased a Lunar Rover (\$49.99) or Geosphere (\$39.99) recently on Amazon shared their 5-star admiration of these STEM focused toys.

“These GeoSmart STEM toys are a brilliant idea,” wrote on happy mom online. “My son has so much fun building with these while having no idea that he is learning and manipulating his little mind. He is able to use his imagination, small motor skills, and logic problem solving skills all at one time while having a good time. These magnets are made very well, and do actually stick together so you can construct something. I highly recommend this brand because I have a cheaper set before and they do not stick together as well and thus become frustrating. The colors are vivid, and with this set you can make vehicles that will rolls once assembled. You can also create your own creations. My son loves these, and he is eight.”



Since the kits can be mixed and matched, some grownups buy two at a time!

“These are great toys and perfect for kids. You can build so many different toys just with this one kit. I ended up getting two of these and combining them together,” typed one Amazon buyer, “and my cousin has had a field day with it. She has went through and built some awesome things and the fact you can make them move and put motors in them makes it even more fun. We've been running through the house chasing the cats with the cool cars we've been building.”

Chimed in another Amazon buyer, “my grandchildren -- a 5 year old boy and an 8 year old girl -- both love 'experimenting' with these magnetic construction sets. We've built the "Geosphere" and the "GeoSmart Lunar Rover" and both children choose this activity, over others, to build different shapes and build a variety of structures. The different plastic shapes embedded with magnets are safe and durable providing seemingly endless opportunity for fun while providing a science background.”

ASTRA attendees will discover that GeoSmart can ship the two newest building sets by Fall 2017, plus the company will debut other new GeoSmart sets it's working on now!



GeoSmart UFO * Ages 5+ * \$39.99

A total of 25 pieces – including a 6-color LED light – makes this UFO magical and memorable.

GeoSmart Moon Lander * Ages 5+ * \$49.99

Construct these 31 pieces just-so to wow kids and grownups alike! This moon vehicle can roll across the kitchen table or the

bedroom carpet by wireless remote control. Putting all the pieces together then watching it in motion is what play (and pride) is all about!



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About Smart Toys and Games, Inc.

Smart Toys and Games products develop logical thinking and problem solving skills in all ages through fun, challenging play. Each multi-level game from the SmartGames line is designed to move players through carefully sequenced levels of game play. Fun, durable and compact, SmartGames are perfect for travel. SmartMax® construction sets enable children to explore the fascinating world of magnetism in a safe and creative way through making strong building structures and vehicles. Additional product lines offered by Smart Toys and Games include Tangles®, which is based on the ancient Chinese Tangram puzzle and combines artistic and mathematical elements to create a variety of designs; and online brain-building fun for both children and adults at www.SmartGamesLive.com.