

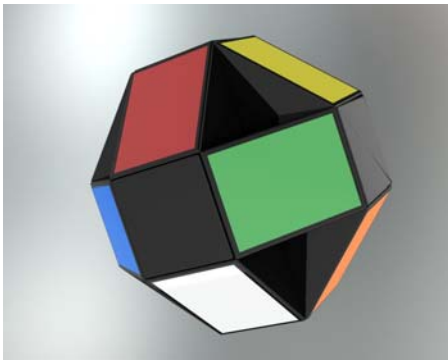


MONTHLY BULLETIN

JULY 2009

RUBIK'S 'TWIST' GETS WHOLE NEW LOOK

Be a swift mover yourself - order now for Christmas !



Our ever-popular transformable teaser has received a makeover in recent months - with updated, more sophisticated "Rubik's" colour-styling and smart new fully-recyclable hex packaging, which will appeal not just to children but cool adults as well.

The new look for our twisting, turning, shape-forming favourite is ready now, and the final packaging artwork will be up on the ftp site within the next week.





DON'T GET BURNED BY COPY CUBES

That's the message which comes over loud and clear in a precautionary email sent to all his trade customers by **Jason Curry**, Rubik's Brand Manager at our New Zealand licensee, Elephanta.

"As our TV advertising ramps up for the first Rubik's NZ Speedcubing Championships," says Jason, "we are finding a number of fake copy cubes coming out of the woodwork, riding on the tails of our promotional campaigns. We're explaining in no uncertain terms that the iconic Rubik's Cube design is copyrighted internationally, and that Seven Towns maintains the intellectual rights extremely seriously – policing the production and sale of illegal copies, and sending in the lawyers where necessary. They always win!

"So we're advising buyers that while they may be tempted to stock a copy cube, they must bear in mind that if discovered, at the very least they will risk losing stock they carry without compensation"

'You Can Do the Rubik's Cube'



Follow this link for a great overview of the USA's campaign:

<http://www.brandfreak.com/2009/06/rubiks-cube-blending-oldschool-charm-newschool-marketing.html>





THIRD PARTY LICENSING NEWS

Just the thing to spice up your meal table – Rubik's salt and pepper shakers

There's an interesting story to accompany the development of this product... the concept of these fun and stylish shakers came from one of the UK's fastest Speedcubers, Cambridge University Maths student **Christopher Ness**, whose father Alastair runs a gift shop in Fort William, in the Scottish Highlands. They approached giftware entrepreneur **Jonathan Pooley of Worldwide Co.**, who approached us here at Seven Towns...



And suddenly, these brilliant cruets started appearing in shops all over the UK, the US, Canada, Hong Kong, Benelux, Spain, Italy, Scandinavia, South Africa, Australia and New Zealand... to name but a few! **They'd make excellent giveaways for your favourite buyers – and the media have loved them too.**

WOULD YOU BELIEVE IT – 2!

Following on from last month's request for where to buy a **mixed-up Cube**, this month Chrisi received an email from a fan, asking if we could produce a **'Glow-in-the-Dark' Cube**, as this guy and his family liked to hone their skills while out camping in the wilds!

She was also contacted by a joker in Australia, who wanted to know if there was a **Cube with the colours reversed**, for those in the Southern Hemisphere.





SUCH A PRETTY PICTURE

There's no important reason why we're showing you this picture, except that we like it. It's called 'KITE' and is by Barbara Valerie.

We really enjoy hearing from you

If you have any news for us – or distribution, marketing or publicity tips you feel would be useful to other licensees in the ever-expanding Rubik's network, please get in touch – by the 20th of the month, every month.

