

**BACKPACK TOYS PARTNERS WITH BIG TIME GAMES  
TO LAUNCH GOBS OF FOBS VIDEOGAME**

*-- New Downloadable Game Is Based on Popular Teddy Ruxpin Character*

**MILFORD, NH and FOSTER CITY, CA** , May 17, 2006 – Just in time for the return of Teddy Ruxpin®, the world’s first animated storytelling toy and the best-selling toy of 1985 and 1986, BackPack Toys has partnered with Big Time Games to launch Gobs of Fobs, a casual, highly playable, PC videogame based on the lovable Fobs creatures that befriend Teddy in the wonderful World of Teddy Ruxpin.

“This is a terrific opportunity to offer kids and their parents yet another way to interact with the characters associated with Teddy Ruxpin,” says BackPack Toys president Ed Hames. “We are thrilled to offer this fun and challenging game for all ages.” BackPack Toys is the exclusive licensee for Teddy Ruxpin and is reintroducing this beloved classic to toy shelves in September, 2006. Studies have shown that, even today, Teddy Ruxpin® garners 80% name recognition among parents and grandparents. The multiple-award-winning Teddy Ruxpin® is not only wonderful to cuddle, but instills a love of reading, imagination, friendship and fun to children ages 2 and up.

“As a longtime fan of Teddy Ruxpin, I’m delighted to be partnering with BackPack Toys, Teddy offers a great opportunity to bring his many memorable friends from the land of Grundo to the digital age,” adds Bryan Wiegele, president, Big Time Games, Foster City, CA.

Gobs of Fobs is a downloadable puzzle game suitable for almost any age from 6 and up due to its many levels of difficulty and three modes of game play. Fobs are happy little creatures that come in many different colors and have discovered that their bright colors come from drinking the multi-colored water of Rainbow Falls found in the World of Teddy

Ruxpin. As a very social species, Fobs travel in small groups, are very musical and love to harmonize.

The Fobs have created a game of their own, which involves a large board drawn on the ground. The Fobs themselves are the game pieces for this game, making it exciting to play along.

A trial Gobs of Fobs game, a safe and fun experience for even the youngest children, may be downloaded for free at [www.gobsoffobs.com](http://www.gobsoffobs.com). The full game is available for purchase online right now for \$19.99.

Included in the Toy Industry Association's commemorative book, *TOYS: Celebrating 100 Years of the Power of Play*, Teddy Ruxpin® is hailed as a toy that has shaped our lives in the past 100 years due to the toy's intuitive design and outstanding play value. In 1985, Teddy Ruxpin® came to life as his eyes and mouth moved in perfect sync with every adventure he told. Teddy is back in stores this year to share his exciting adventures with a whole new generation of children.

#### **About Backpack Toys, Inc.**

Based in Milford, New Hampshire, Backpack Toys, Inc. is a subsidiary of Backpack Toys Intl. (HK) Ltd. Backpack Toys Inc.'s focus is the market development and marketing of Teddy Ruxpin and related products covered under a worldwide exclusive licensing agreement with Alchemy II, Inc. Backpack Toys Intl. (HK) Ltd is responsible for the manufacturing of Teddy Ruxpin. For more information call 603-459-2116 or visit [www.teddyruxpin.com](http://www.teddyruxpin.com).

#### **About Big Time Games**

Based in Foster City, California, Big Time Games, Inc. was founded in 2004 by a group of gaming industry veterans with a commitment to bringing exciting, high quality games to PCs and game consoles. For more information visit [www.bigtimegames.com](http://www.bigtimegames.com).