

Perplexus Named Most Anticipated Toy Of 2011

Perplexus, the line of bendy, trendy, can't put-it-down game challenges from PlaSmart, Inc., has been named as one of the most Anticipated Toys of 2011 by TD Monthly® magazine.

Ottawa, ON (PRWEB) February 12, 2011

 [ShareThis](#)  [Email](#)  [PDF](#)  [Print](#)

Perplexus, the line of bendy, trendy, can't put-it-down game challenges from PlaSmart, Inc., has been named as one of the most Anticipated Toys of 2011 by TD Monthly® magazine.

TD Monthly polled regional correspondents from 14 specialty stores on what toys they most anticipated for 2011 and three mentioned the Perplexus line by PlaSmart.

In the article Mary Sisson, co-owner of Kazoodles in Vancouver, Washington said "I have been anticipating the new Perplexus models. We've done really well with Perplexus."

"We are thrilled that Perplexus has been selling well for our retailers," says Timothy Kimber, President of PlaSmart, Inc. "We are excited to be introducing two new Perplexus maze games at the 2011 New York Toy Fair, Perplexus Rookie for beginners and Perplexus Epic, a new challenge for those who have already conquered original Perplexus." The new Perplexus products can be seen in PlaSmart's booths 2565A and 5223.

Perplexus products are maze games where players maneuver a small marble around challenging barriers inside a transparent sphere. Perplexus Rookie, featuring 70 barriers, retails for \$17.99 and is designed for those just learning to play. Perplexus Epic is a mind-bending challenge for those who have master Perplexus original with 125 barriers retailing for \$24.99. Original Perplexus with 100 barriers retails for \$19.99. Ages on the product range from 4 to 104. Unlike traditional flat-surface mazes that are composed of one path, Perplexus houses various exhilarating tracks with barriers and provides a three-dimensional experience, offering hours of entertainment and fun. All three products will be available at mass market and specialty stores in Spring 2011. To view the fun, consumers can log onto <http://www.perplexus.net>.

About PlaSmart Inc.

PlaSmart introduced themselves to the Toy Industry in 2003 with the introduction of PlasmaCar at the Canadian Toy Fair in Toronto. After learning about the toy industry in a small market and tweaking the marketing plan for two years in Canada, PlasmaCar arrived at the New York Toy Fair in 2005 and was an instant success with American retailers. PlaSmart has since expanded internationally with distribution on five continents and more than 20 countries. With the success of PlasmaCar, PlaSmart has expanded their product line to include other unique, award-winning toys such as PlaySnapz, - Yummy Dough and Doodle Decor. PlaSmart has also continued to grow its operations in Canada by partnering with many US manufacturers to expand distribution of other award-winning brands in the Canadian market.

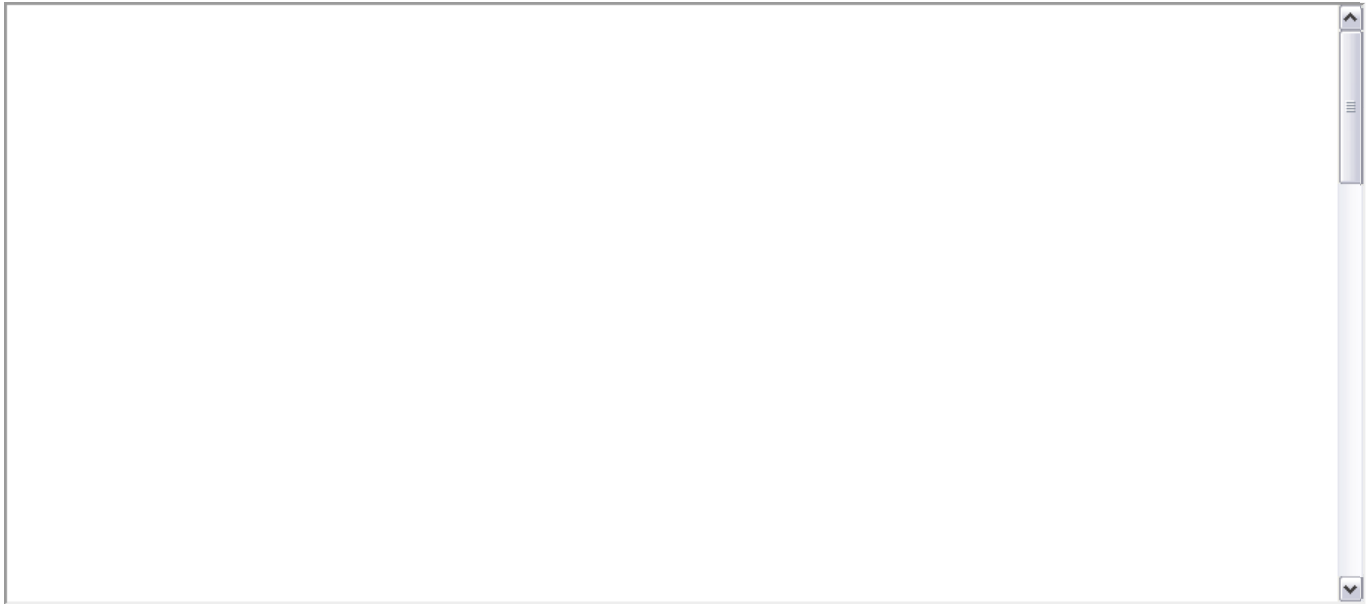
###

Share:         

Contact

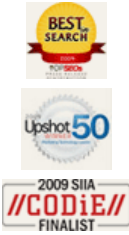
Patti Saitow
[PlaSmart Inc.](#)
(940) 367-1361
[Email](#)

“ I have been anticipating the new Perplexus models. We've done really well with Perplexus. ”



News Center

- Why PRWeb**
 - How It Works**
 - Who Uses It**
 - Pricing**
 - Learning**
 - Blog**
- About Vocus
 - Contact Us
 - Partners
 - Subscribe to News
 - Terms of Service
 - Privacy Policy
 - Copyright
 - Site Map



©Copyright 1997-2011, Vocus PRW Holdings, LLC. Vocus, PRWeb, and Publicity Wire are trademarks or registered trademarks of Vocus, Inc. or Vocus PRW Holdings, LLC.

[Twitter](#) [LinkedIn](#) [Facebook](#)