

Visit the PRODUCTIVITY, INC. Web site at:
<http://www.productivity.net>

FOR IMMEDIATE RELEASE

Contact: **Bob Bovie**
or **Darin Tambascio**
PRODUCTIVITY, INC.
323-962-3944 (Do Not Publish)
e-mail: info@productivitypr.com

SILVERLIT[®] EXPANDS LINE OF CUTTING-EDGE R/C TOYS WITH HOT NEW MICRO AND STANDARD-SCALE RACERS

From Diving Submarines and Speeding Hotrods to the First-Ever Micro R/C to Perform Programmable Stunts While Racing and an ATV that Plunges In and Out of Water!

City of Industry, CA (July 2003) – With an industry-wide sales increase of over 30% last year, radio-controlled toys are among today's fastest-growing product categories. And in a marketplace ruled by technology and innovation, one name stands above the rest: **Silverlit[®] Toys**. With a hot new line of standard and micro R/C toys that race on or off-track and on any terrain — *even water* — **Silverlit** has what consumers are demanding: the latest technology, the most innovative design, the widest variety, and, best of all, prices well below the perceived value.

For micro R/C enthusiasts, nothing beats **Silverlit's X-Trek[™] Micro Racing System**. Launched at the 2003 Toy Fair, **X-Trek[™]** is the smallest-sized programmable Micro R/C available — at only 2¼" long, it's firmly in line with the current trend of smaller, space-saving R/C sets. It's the *first and only* system that lets players instantly incorporate programmable stunts within the standard R/C movements on or off the track, and it's the *first and only* Micro R/C system to offer 2 speeds. The racetrack ranges from 14 to 63 feet and even features an on-track charging station so cars can charge without interrupting the race.

The stylish new **X-Control[™]** series is the ultimate in standard-size, off-track R/C action. The **X-Control ATV[™]** and the 4 x 4 **X-Control Rough Rider[™]** are wheelie-popping, go-anywhere vehicles that are perfect for everything from fast-paced racing to stunt driving and off-road exploring. **X-Control[™]** also delivers speed with the sleek, stylish **X-Control 32.8 SL[™]** and the **Silver Streak[™]**, aerodynamically designed hotrods decked out in high-speed fashion with racing wings and slick, speedy wheels. **X-Control[™]** cars let consumers switch between programmable and R/C modes and offer a number of creative stunts and speeds to choose from, ideal in a product category where consumers are constantly seeking out the latest technology and styles.

Nothing embodies **Silverlit's** ground-breaking innovation like the rugged new **Aqua Terrain™**, a full-function R/C powerhouse that muscled its way through land, water, mud, and dirt. Its unique track propulsion system gives it extra climbing power that's unique in the R/C car product category, and its ability to travel over any terrain makes it the perfect all-around racer for boat-lovers and race-car fans alike. **Silverlit®** even brings the race *underwater* with the **R/C Submarine™**, a floating, diving and spinning yellow ship that takes the radio-controlled trend into an all-new realm. Whimsical and fun, it's the perfect companion for the kids' bathtub or the family swimming pool.

With a proven power to keep consumers coming back for more, the rich variety and collectible nature of **Silverlit's** R/C toys translates into significant after-market value and volume sales for retailers. The attractive, modern-looking packaging requires minimal shelf space and is well-suited for a wide variety of retail outlets; plus, it's colorful enough to draw kids' attention and sophisticated enough to catch the eye of the discerning collector. **Silverlit®** is actively promoting **Aqua Terrain™**, **R/C Submarine™**, the **X-Control™** series, **X-Trek™** and the rest of their R/C line with a national public relations campaign, and there's already a positive buzz among mass and specialty retailers. In time to meet the increased demand of the holiday season, **Silverlit's** innovative R/C line is perfect for retailers looking for a way to get in on the R/C trend, as well as those looking to maximize their presence in this rapidly growing product category.

Silverlit® Toys radio-controlled vehicles are for ages 5 and up and available now nationwide. Call **1-800-707-1159** or visit www.silverlit.com for more information and availability of upcoming sets.

###