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VEXplorer Contest Challenges Robot Enthusiasts

Mythbuster Grant Imahara and Robot Select Top 25 VEXplorer Robot Ideas

Northbrook, IL (April 3, 2007) – Protecting koi fish from a curious crane, launching cigarette butts back at their polluting perpetrators, playing fetch with a pet dog or dealing cards at the next poker night. This is the short list of the many robotics ideas submitted in response to the Grant Imahara VEXplorer Robot Challenge launched by Revell in March 2008.

Revell, marketer of the VEXplorer robotics system, in partnership with *Robot* magazine, Innovation First and SolidWorks Corporation, is running this first-ever VEXplorer challenge offering contestants the opportunity to demonstrate their robotics creativity as they compete for a \$5,000 college scholarship and other prizes. Grant Imahara, Discovery Channel's Mythbuster known for his robotics skill, and *Robot* magazine selected 25 robot enthusiasts' ideas. These contestants, who received free VEXplorer systems, have until June 1st to design, build and videotape their unique VEXplorer robots doing unusual things. Contestants will upload their videos to YouTube for the world to view and for Grant Imahara and *Robot* magazine to select first, second and third place winners.

"I was very impressed with the wide range of ideas and creativity of the submissions," said Grant Imahara, Discovery Channel's Mythbuster. "I know selecting the winners is not going to be an easy job."

"Currently, robots are walking into live volcanoes, painting cars at Ford plants, assembling Milano cookies for Pepperidge Farms and driving trains in Paris," said Mike Brezette, Revell marketing vice president. "Robots are an integral part of our world and we are excited to help today's enthusiasts turn their robotics ideas into reality."

VEXplorer is available at toy and discount merchandise retailers including Toys "R" Us, and Fred Meyer, as well as at hobby stores across the nation. Online toy, hobby, discount

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merchandise and consumer electronic retailers include amazon.com, target.com, toysrus.com, fredmeyer.com, walmart.com, hobbytownusa.com, towerhobby.com, greatplanes.com, compusa.com, discoverthis.com, etoys.com, museumtour.com, vexrobotics.com, hammackerschlemmer.com, and revell.com. The suggested retail price for VEXplorer is \$199 (USD).*

VEXplorer is an extension of the popular Innovation First, Inc. VEX Robotics Design System already embedded in the education system across the country. For more information on VEX curriculum, visit www.VEXRobotics.com.

* VEXplorer Plus with additional accessories is sold at MuseumTour.com and HammackerSchlemmer.com at a suggested retail price of \$299.

Revell VEXplorer Features:

- 27 MHz Control System
- 2.4GHz Video Camera System
- “Spycam” color camera with sound lets you control action from a TV screen
- A claw precise and strong enough to pick up a feather or grip a filled, 12-ounce soda can
- All-terrain wheels
- Modular construction adding up to over 300 parts allowing for individualized design
- SolidWorks Student Design Kit software to create various configurations on a computer before building unit

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About Revell

Revell, a Hobbico company, has been leading the model kit building industry for more than 60 years with products that provide interactivity, authenticity and fun. Revell’s product lines are consumer and hobby robotics, model kits including cars, trucks, ships and planes, R/C vehicles, and slot cars. Visit www.Revell.com.

About *Robot* magazine

Robot is a bi-monthly magazine that brings the world of robotics to hobbyists, students, educators, and mainstream consumers who are curious about the latest developments on the new frontiers in robotics. *Robot* offers detailed kit reviews, home DIY projects, broad news coverage and breaking developments in educational robotics and school based competitions.

About SolidWorks Corporation

SolidWorks Corporation, a Dassault Systèmes S.A. (Nasdaq: DASTY, Euronext Paris: #13065, DSY.PA) company, develops and markets software for design, analysis and product data management. It is the leading supplier of 3D CAD technology, giving teams intuitive, high-performing software that helps them design better products. For the latest news, information or a live online demonstration, visit www.SolidWorks.com or call 1-800-693-9000 (outside of North America, call +1-978-371-5000).

About Innovation First, Inc.

Innovation First, www.InnovationFirst.com, was incorporated in 1996 and is a privately held enterprise. The company was founded on the belief that innovation very early in the design process is necessary to produce simple and elegant product designs. Developer of the Vex Robotics Design System, Innovation First began producing electronics for unmanned mobile ground robots and is an industry leader in the hobby, competition, education and toy markets.