



PRESS RELEASE

FOR IMMEDIATE RELEASE

DBZ APPOINTED EXCLUSIVE AUSTRALIAN DISTRIBUTOR FOR CREATIVE GAMES

Divisible by Zero are pleased to announce that they have been appointed as exclusive distributor for the range of Creative Games in Australia and New Zealand.

After considerable success within India, South Asia, the Middle East and Africa, Creatives decided it was time to look to the Pacific. Creative products first became available in Australia during 2001, and with over 120 products in their range, competition for the arrangement was strong.

David Brennan from DBZ however was always confident that the deal could be swung:

"I was astounded when I first saw their range at Nuremberg last year. The quality is excellent and they tie in very well with our existing range of educationally orientated games. It is pleasing that just as we were impressed with their range, Creative were also impressed with our commitment to similar ideals and the support of their range.

Also, as those of our stockists who were able to get hold of some of our shipment last year were pleased to discover, the value for money is also exceptional!

After sampling part of the range last year, we are taking an additional 50 products in a shipment that will be here in time for the Toy Fair. We also expect to bring out many of the new products that will be being launched at Nuremberg this year."

Creative International is based in New Dehli India. For over a decade they have been designing Games, and Children's products that encourage little explorers, stimulate imaginations and create adventurers and even make the most difficult of jobs – 'parenting' a whole lot easier. Creative is a trusted name for high quality products that help children bring out their natural abilities.

At Creatives, children are our main concern and it is our goal to stimulate child creativity and imagination. We want to encourage them to explore, expand and experience their own worlds. Our games and toys inspire the imagination while building confidence and strong quick minds.

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