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## Geomag Line Discontinued By PlastWood

*PlastWood moves forward with award-winning Supermag*

For Immediate Release

SAN LEANDRO, Calif./EWorldWire/Oct. 27, 2003 --- PlastWood S.r.l. has ceased producing the Geomag line of magnetic toys to concentrate completely on its innovative Supermag magnetic construction toy line. Supermag was launched on the U.S. market in the summer of 2003 and has already won 10 awards. Executives at Toys R Us claim that the product is flying off the shelves in record numbers.

PlastWood chose to move forward with the Supermag toy line because of its versatility and limitless applications. With multi-length rods Supermag opens up a whole new world in magnetic construction that is impossible with single-sized rods. Supermag also features a full magnet for increased strength and tapered ends to allow more rods to fit on a sphere. As one kid tester for the Chicago Tribune said, "Supermag is very fun and easy to work with. It is very different from other magnetic rods and spheres because the magnets are stronger and the rods come in two sizes."

Awards, including Oppenheim, Dr. Toy and Parent's Choice, have been won by PlastWood Corporation for the Italian-made Supermag and Geomag toys. PlastWood recently became aware that another product has been using the award symbols won by PlastWood Corporation. According to the award companies this other product has not been submitted for testing nor ever won any of the awards it is claiming to have won. The Geomag toy, formerly produced by PlastWood, was manufactured in Sardinia, Italy. Therefore, any new production of Geomag is not guaranteed by PlastWood according to the strict standards of excellence and quality maintained by PlastWood. If it does not say 'Made in Italy' it is not from PlastWood.

Supermag is manufactured by PlastWood, a family owned company located on the small island of Sardinia, Italy. Italian newcomer Edoardo Tusacciu founded PlastWood S.r.l. in the late 1990's, transforming a 25 year-old family cork business into a leading producer of magnetic toys and gifts. The US corporate office in San Leandro, California maintains the small, family business feel of the original PlastWood S.r.l. PlastWood toys are available in more than 30 countries worldwide, making PlastWood one of the fastest growing toy companies around.

PlastWood Corporation has won the following awards for its innovative Supermag toy: Parent's Choice Silver Honor Award 2003, Oppenheim Gold Award 2003-2004, Dr. Toy 10 Best Toys 2003, Early Childhood News Director's Choice 2003, Dr. Toy Best Vacation Toy 2003, 2003 National Parenting Publications Awards (NAPPA) Gold Award, National Association for Gifted Children: Parenting for High Potential, Dr. Toy 100 Best Children's Products, Parent's Guide to Children's Media, Creative Child Magazine Preferred Choice Award-Construction Category, and Nomination: Family Fun's Toy of the Year Award 2003.

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