



February 11, 2003

**IMPERIAL GOES ON LIVE T.V. AND LAUNCHES  
BUDDYLTOYS.COM**

TODAY MARKS THE DEBUT OF TWO EXCITING AND VERY IMPORTANT COMPONENTS IN IMPERIAL'S INITIAL DEVELOPMENT OF THE BUDDY L BRAND.

INFOMERCIAL:

BUDDY L'S FIX-IT RACER INFOMERCIAL IS NOW ON THE NATIONAL CABLE TELEVISION AIRWAVES, BEAMING INTO MILLIONS OF HOMES VIA SUCH CABLE OUTLETS AS CNN, FOX NEWS CHANNEL, MSNBC, ABC FAMILY, NICKELODEON, CARTOON NETWORK, TOON DISNEY, DISCOVERY KIDS, THE HALLMARK CHANNEL AND COUNTRY MUSIC TELEVISION.

THE DIVERSITY OF THE STATIONS THAT WE ARE FEATURING OUR FIX-IT RACER SPOT ON, UNDERSCORES THE VASTNESS OF THE APPEAL FOR SUCH A PRODUCT AS THE RACER AND THE FIX-IT MOTORCYCLE WHICH IS ALSO BEING OFFERED THRU THIS SPECIAL TELEVISION OFFER.

THE "PRE-SCHOOL APPEAL" OF THE RACER WITH IT'S MATCHING SHAPE FEATURE AND REALISTIC SOUNDS, TO THE OVERALL "NASCAR LIKE" STYLING OF THE VEHICLE, AFFORD US ADDITIONAL OPPORTUNITIES TO REACH CHILDREN AND PARENTS ALIKE, WHO ARE FANS OF RACING AND VIEW IN SUCH HEAVY CONCENTRATION, CHANNELS SUCH AS COUNTRY MUSIC TELEVISION.

ADDITIONALLY, THE ATTRACTIVENESS AND SOPHISTICATION OF THE VEHICLES ALLOW US TO REACH AN "OLDER" CHILD BEYOND THE PRE-SCHOOL AGE RANGE WHO VIEW PROGRAMMING ON OUTLETS AS NICKELODEON, DISCOVERY KIDS AND THE HALLMARK CHANNEL.

BUDDYLTOYS.COM

WE ARE DELIGHTED TO ANNOUNCE THAT THE BUDDYLTOYS.COM WEBSITE WILL MAKE IT'S GRAND ENTRANCE INTO CYBERSPACE TODAY. THE BUDDY L SITE WILL BE THE ULTIMATE DESTINATION FOR EVERY CONCEIVABLE PORTION OF INFORMATION SURROUNDING EVERYTHING THAT IS BUDDY L.





BUDDYLTOYS.COM WILL FEATURE THE DEBUT OF THE BUDDY L CLUB IN WHICH MEMBERS RECEIVE A MYRIAD OF OFFERINGS, AN OPPORTUNITY TO VIEW THE FIX-IT RACER COMMERCIAL AS WELL AS AN ON-LINE ORDER FORM, COOL GAMES SUCH AS THE NEW "TUNE UP FIX IT RACER" GAME, AND A NOSTALGIC LOOK AT THE BUDDY L CLASSICS OF THE PAST 82 YEARS.

THE SAME INGENUITY THAT WENT INTO DEVELOPING THE IMPERIALTOY.COM WEBSITE WAS UTILIZED IN THE PRODUCTION OF THE BUDDY L SITE. EXPLOSIVE GRAPHICS, HOT IMAGES, CREATIVITY AND AN INTERACTIVE PLATFORM.

AS WITH THE IMPERIAL TOY WEBSITE, THE BUDDYLTOYS.COM SITE WILL BE EVOLVING VIA AN ONGOING BASIS AS WE CONTINUE TO FEATURE THE MOST INTERACTIVE, INFORMATIVE, ADVENTUROUS, FUN AND ENTERTAINING SITE IN THE INDUSTRY.

