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## LEMUR TOY MADE OF TOFU HELPS SAVE REAL LEMURS IN THE WILD

### *Xeko® Introduces Eco-Pals Plush Toys Made with Earth-friendly Materials*

Seattle, WA – (November 28, 2006) – It seems like every day we hear that another species of animal is either going extinct or becoming endangered. The rare hairy-eared dwarf lemur and other endangered species are making a comeback through **Xeko Eco-Pals™**, a new line of high-quality plush toys based on endangered species and made from eco-friendly materials. Created by Matter Group, Xeko Eco-Pals are designed to delight toy lovers while raising awareness of endangered species and raising money for worldwide conservation efforts.

The first Xeko Eco-Pal is “**Hairy**,” a hairy-eared dwarf lemur (*Allocebus trichotis*) from Madagascar. Based on **one of the smallest and most endangered lemurs in the world**, the Hairy toy is a 5-inch plush animal with an 8-inch tail. In real-life, the hairy-eared dwarf lemur is roughly the size of a walnut. Xeko Eco-Pal Hairy is extra soft, cuddly, and Earth-friendly because he’s made from SOYSILK®, a natural, cutting-edge fabric made from the waste produced during the manufacture of tofu.



Matter Group’s new plush line will feature popular characters from Xeko, their new award-winning environmental and educational trading card game. Popular with boys and girls ages 8 to 12, Xeko teaches children about rare animals, introduces them to the principles of ecology, and takes them on an adventure to some of the most remarkable places on the planet. Instead of using monsters and fantasy, Xeko takes its cues from nature and science, casting actual animal species as the heroes on vibrant, beautiful cards, and basing game play on real ecosystem relationships. Xeko card rarity corresponds to the featured animal’s endangered-species status.

By creating toys and games that turn players into eco-adventurers, Matter Group inspires kids of all ages to help preserve and protect our planet. And so far they’re doing extremely well—not only is Xeko selling in toy and specialty stores across the country, but their first collection in the Xeko adventure, *Mission: Madagascar*, received Creative Child Magazine’s 2006 Toy of the Year Award, the National Parenting Council’s Seal of Approval, and a 2006 Parents’ Choice Foundation Recommended Award.

Xeko is dedicated “to a bright green future.” And to prove this, in addition to using eco-friendly materials in the production of the Xeko game and Xeko Eco-Pals, Matter Group is contributing 4% of net Xeko sales to Conservation International ([www.conservation.org](http://www.conservation.org)). Conservation International works to save the habitat of endangered animals like Hairy in Madagascar and other conservation hotspots around the globe.

Xeko products are available in specialty stores, catalogs, and websites. Visit [www.xekogame.com/stores](http://www.xekogame.com/stores) to find a store near you or an online retailer. Hairy is available in stores now for a suggested retail price of \$16.99. Starter sets for the Xeko trading card collections *Mission: Madagascar* and *Mission: Costa Rica* retail at \$19.95 and \$29.99, respectively. For more information on how to purchase Xeko products, visit [www.xekogame.com](http://www.xekogame.com) or email questions to [info@xekogame.com](mailto:info@xekogame.com).