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EARTH-FRIENDLY ANIMAL TOYS HELP SAVE REAL ENDANGERED SPECIES

Xeko® Introduces Xeko Pals Plush Toys Made with Soy and Organic Cotton

Seattle, WA – (September 2, 2008) – It seems like every day we hear that another species of animal is either going extinct or becoming endangered. The giant panda, hairy-eared dwarf lemur, Sumatran flying squirrel, and other endangered species are making a comeback through **Xeko Pals™**, a new line of high-quality plush toys based on endangered animals and made from eco-friendly materials. Created by Matter Group, Xeko Pals are designed to delight kids while raising awareness of threatened species and raising money for worldwide conservation efforts.

Xeko Pals are based on the most popular characters from the Xeko eco-adventure game. The toys are made with soy and certified organic cotton “fur” and filled with soy-based stuffing, an industry-leading green innovation that Matter Group is particularly proud of. These new toys feature “mission codes” that allow kids to join the fun at xeko.com, where the Xeko adventure comes to life on the web.

Three Xeko Pals are available now:

Giant Panda from China – Status: Endangered. One of the best-known endangered species; no bamboo needed to keep this soft and cuddly plush panda happy. Certified-organic cotton fur, soy stuffing. 7.5” plush, MSRP \$19.99.



Sumatran Flying Squirrel from Indonesia – Status: Vanishing. This species of nocturnal flying squirrel, found only on the Indonesian island of Sumatra, is as rare as it is adorable. Soy fur and stuffing. 5” plush, MSRP \$16.99.

Hairy-Eared Dwarf Lemur from Madagascar – Status: Endangered. This lemur toy, nicknamed “Hairy,” is a life-sized replica of one of the smallest and most endangered primates in the world. Soy and certified-organic cotton fur, soy stuffing. 5” plush with a 7” tail, MSRP \$16.99.



Xeko, the award-winning eco-adventure game, is popular with boys and girls ages 8 to 12. The game teaches kids 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 trading 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. Xeko is available in toy and specialty stores across the country, including Barnes & Noble, Borders, and select Whole Foods stores. Xeko's latest game collection, *Mission: China*, received *Creative Child Magazine's* 2008 Game of the Year Award, the National Parenting Center's Seal of Approval, and the 2008 iParenting Media Award. The Xeko Pals line has been honored with *Creative Child's* Seal of Excellence.

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 Pals, Matter Group is contributing 4% of net sales to Conservation International (www.conservation.org). Conservation International works to save the habitat of endangered animals like Hairy in Madagascar and other conservation hotspots around the globe.

For more information on Xeko products, visit www.xeko.com or email questions to info@xeko.com.