

NANODOTS MAGNETIC MICRO CONSTRUCTORS CREATE NEW WAYS TO PLAY AND LEARN

(TORONTO, 19 November 2009) – Move over Lego, Play-Doh and Rubik's Cube, there's a new player on the block called Nanodots. You can stretch it, transform it, smash it, spin it, design it into an artistic masterpiece and even solve math problems with it. With the introduction of Nanodots, Nano Magnetics has taken constructor toys to a whole new level by offering the versatility of building blocks, the challenge of puzzles and the intricate nature of origami.

Each set of Nanodots consists of a cluster of 236 permanent magnetic spheres, or "dots". Each dot is precisely milled from blocks of high grade neodymium, the same kind of magnets used in Maglev trains, MRIs and high end speakers. In the palm of a hand, Nanodots can feel rigid like a diamond, or squishy like a stress ball. These magnets can be clumped together, pulled apart, delicately woven and pieced together to form shapes. With a little practice, you can craft virtually anything from figures to 3-D structures and particle formations, but not by coincidence. Nanodots are bi-polar and perfectly uniform in size, just like the tiny particles that make up everything in the universe.

"Parents love Nanodots because it wins over TV and computer in a contest for their kids' attention," says Tim Szeto, founder of Nano Magnetics, a company that develops fun educational toys. "When we're constantly bombarded with exciting new media on digital screens, it's refreshing to be able to capture the attention of such distracted hands."

Nanodots magnets are protected by a shiny resilient surface with anti-bacterial properties, offering the benefit of industrial kid-proof strength in a lightweight form. They come in four varieties: Original Metallic, Black, Gleaming Silver or 20K Gold. They are currently being sold online at www.thenanodots.com, and will be hitting retail stores early 2010.

About Nano Magnetics Ltd.

Founded on the philosophy of learning through play, Nano Magnetics is passionate about developing fun educational toys that spur creativity around the world. Nano Magnetics is a member of the Canadian Toy Association with its head office located in Toronto, Canada. Every toy is tested comprehensively by recognised external laboratories and complies with the strictest North American and European product safety standards. Check back often for new innovative products available exclusively from Nano Magnetics.

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