



Press Information

ROBONICA postpones the US Launch of the Robonii Action Games Product Line to 2nd Quarter 2009

(Centurion, South Africa, August 14, 2008) – Robonica, a South Africa-based startup focused on developing new forms of electronic entertainment, today announced that the US launch of the Robonii Action Games product line will be postponed until 2nd quarter 2009.

Since the first public viewing of the Robonii Action Games product at the New York Toy Fair, the R&D team at Robonica has been working around the clock to make it an even more entertaining and engrossing experience. According to CEO Johan Poolman: “We have amongst others embarked on a structured program of play testing and focus group reviews, which have once again reinforced our belief that robotic gaming is going to be the next big thing in electronic entertainment.” The focus groups and play testing have, predictably, also highlighted some areas that need further work or refinement, which are being systematically addressed over this period.

This, together with the necessary time required to properly industrialize and optimize the products for mass production, have unfortunately resulted in the intended launch date being pushed out to the 2nd quarter of 2009. “The good news is that we have identified and addressed all these challenges and that we are on track for a 2009 release,” said Poolman.

“We realize that the delay may have caused some inconvenience, for which we sincerely apologize” Poolman continued. “The delay has, however, an unforeseen positive spin-off – it gives us more time to add some additional features and to make the product even more compelling”.

About Robonica

Robonica is a privately-held company with a research and development facility in Centurion, South Africa, and marketing and commercial headquarters in Boston, MA. Born out of the frustration with the inability of the current generation of radio-controlled and robotic toys to provide any form of structured and repeat play, Robonica is committed to providing the world with meaningful and entertaining forms of electronic entertainment. For additional information, please visit www.robonica.com.