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BLUE MAN GROUP LICENSED MUSICAL INSTRUMENTS

January 20, 2006 - Los Angeles, CA - Blue Man Group and ToyQuest, a LA-based toy company, are partnering to create a line of state-of-the-art musical instruments. The line includes four innovative instruments that fuse cutting edge technologies with traditional musical play patterns.

"We were extremely excited by the opportunity to collaborate with ToyQuest. Their commitment to creating a quality experience for the child was paramount, and we couldn't be happier with the end result", say Chris Wink, co-founder and original Blue Man.

"Our goal was to harness the energy, excitement, and creativity of Blue Man Group while completely reinventing the way kids approach and interact with music," states Bob Del Principe, ToyQuest VP of R&D.

Del Principe adds, "Anyone who has seen a Blue Man Group performance is amazed at the bizarre and clever musical instruments they use in their shows. Working with their creative team, we were able to capture that feel, sound, and look. These instruments are like nothing you've ever seen before."

The complete line of musical instruments, Keyboard, Percussion Tubes, Drum Suit, and Air Pole, will launch this fall. All of the instruments feature multiple technologies that enable kids to mix and layer music with a simple wave of their hands resulting in an all new music making experience.

Josh Weichbrodt, Marketing Manager at ToyQuest adds, "The music market is evolving. Kids today own iPods and MP3 players filled with their favorite music. We wanted to take that music and bring it to a new level of enjoyment." Weichbrodt continues, "We developed technologies that make our Blue Man Group instruments compatible with any MP3 player. Kids can just plug it in and jam along with their favorite band. Now they can explore their own musical creativity while listening to their favorite tunes."

The instruments also come with original Blue Man Group music and a pre-installed library of instruments and sounds. Prices range from \$19.99 - \$79.99 and target children ages eight and older.

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About ToyQuest

ToyQuest develops, manufactures and markets high quality proprietary toys and toys licensed from popular intellectual properties worldwide, including Disney, Nickelodeon, Warner Brothers, Star Wars, Sesame Street, Little Tikes and Six Flags. ToyQuest uses innovative technology to design products that are fun for children and build on their natural creativity. For more information, visit www.toyquest.com.

About Blue Man Group

Blue Man Group is best known for their wildly popular theatrical shows which combine music, comedy and multimedia theatrics to create a form of entertainment that is totally unique. The blissful party atmosphere created at their live events has become the trademark of a Blue Man experience. The company's appeal to a broad range of age groups and cultural backgrounds is a quality that distinguishes all of their endeavors, which also include scoring projects (most recently the animated feature *Robots*), commercial projects (such as Intel), and television programs (such as the ongoing storyline of Blue Man Group in *Arrested Development*).

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