

*Press release cuboro Ltd.*

**cuboro attends the world fair in Japan  
Marble track as "Top of Switzerland"-product**

As one of the "Top of Switzerland" - products, the Swiss small-scale enterprise cuboro Ltd. is attending the World Exhibition in Aichi, Japan which takes place from 25th March - 25th September. 60 selected high-quality Swiss products from a total of 25 companies are on sale in the shop of the Swiss pavilion "The Mountain". Belonging to it the special edition of cuboro's basic set "basis" as well as the Japanese and English version of the cuboro book. Besides the presence in the Swiss shop, Matthias Etter, manager and inventor of the cuboro marble track system, is building a track system consisting of about 400 cuboro elements (beech wood cubes of 5cm length) destined to animate visitors. Thus the spectator lets the glass marbles run through the marble track system and discovers the surprising, varying courses. According to "dynamic Switzerland", promoter of the Swiss exhibition, a total of 1, 5 million visitors are expected in the Swiss pavilion - that is to say about 8000 people a day.

**Japanese - Swiss souvenir pendant**

Conjoined with "Presence Switzerland", the turntable of Swiss appearances abroad, cuboro Ltd. developed an exclusive souvenir to be sold in the Swiss pavilion. Featured with two wooden balls the souvenir pendant shows the two flags in a downright ideal red and white colour design- one with the Japanese sun and the other with the Swiss cross.

**cuboro exports to Japan**

In recent years cuboro Ltd. has been exporting their wooden toys to Japan. Since 2004 cuboro cooperates exclusively with Niki Tiki for Japanese export - Niki Tiki is Japan's main importer for European high-quality toys.

*1893 characters*

*Hasliberg, February 2005*

*Information case to press release cuboro Ltd.*

**cuboro - the marble track for a lifetime**

For many years the cuboro marble track system has been successfully holding its own on the international toy market. It is a multigenerational game, on the one hand as to the quality of the cube elements and on the other hand with regard to fascination of young and old. If the marble runs on the surface, under or even right through the precisely crafted beech wood cubes or if it finds its way across straight lines, turns or junctions all depends on the according stage of development. This marble track, in form of a unit construction system, encourages experimentation and stimulates the discovery of spatial, physical, mathematical and esthetical aspects.

In 1979 Matthias Etter developed cuboro as simple learning game with six elements while working with special-needs schoolchildren. He extended the game and marketed it as a family game in 1985 with twelve basic elements. Over time, cuboro expanded and additional sets containing themed elements were developed. Until today 82 different elements are available.

In the meanwhile the "Spiel gut" - awarded cuboro has won three distinctions: 2004 the German toy award "Das goldene Schaukelpferd" in the category "for artists and master builders", 2003 the American "Major Fun Award for Toys" and 1995 the designer award "Complimenti" of the Swiss trade fair Ornaris.

Age	From 5 up to 99 years
Material	Beech wood cubes (5 x 5 x 5 cm)
Standard set (54 elements)	EURO 137.-/CHF 198.-
Design	Matthias Etter
Production/Distribution	Switzerland/cuboro Ltd.

**About cuboro Ltd.**

Founded in 1997 with headquarters in Hasliberg Reuti/BE the Swiss company cuboro Ltd. also distributes, along with high-quality wooden toys like the cuboro and cugolino marble track system and the strategical construction game babel, the didactic jigsaw puzzle Alhambra as well as Japanese precision marbles. Founder of the company and inventor of cuboro, cugolino, Alhambra and babel is Matthias Etter. New games and concepts for game animations are in the midst of development.

*Press photographs/Information*

More information and press photographs to be found online: [www.cuboro.ch](http://www.cuboro.ch) or at cuboro Ltd.