

*Press release cuboro*

### **cuboro on the podium**

#### **Toy award "das goldene Schaukelpferd"**

For its marble track system, the Swiss company cuboro receives the toy award "das goldene Schaukelpferd" in the category "for artists and master builders". This award is granted annually - in five different categories - by the German family magazine "Familie&Co." in cooperation with the German federation of the toy industry. The readers and a jury consisting of six experts have chosen the winners.

The expert jury is convinced of the cuboro marble track system, since the marbles even roll through hidden channels. "This trains the understanding of three-dimensional space", the experts remark. Appealing also the facts that parents may play together with their children and that the system can be extended.

After having received other awards, such as the designer prize "Complimenti" (1995 Ornaris, Zurich) and the "Major Fun Award for Toys" (2003 in the US), this one is yet another confirmation for cuboro Ltd. in having succeeded to create a modern "toy classic" (quotation Christa Pastorini, toy expert Zurich).

The infinite combinations of wooden cube elements allow both very simple marble track systems that already captivate small children, and complex, geometrically planned track sculptures. Thus the cuboro marble track system accompanies children throughout all stages of development and fascinates adults as well.

*1420 characters*

*Hasliberg, November 2004*