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TOYQUEST SPARKS IMAGINATION IN CHILDREN WITH A LINE OF MAD SCIENCE LICENSED TOYS AND ACTIVITIES

Los Angeles, California – September 5, 2007 – Are American kids no longer interested in Science? With declining national test scores and America’s well documented slide in rank (the US currently falls below 38 other countries in performance on science tests by some estimates), one could easily form that opinion. ToyQuest, an LA-based toy company, and the Mad Science Group believe kids love science and discovery when it’s positioned correctly.

ToyQuest is doing their part to reinvigorate the science spirit in children by producing a line of creative and unique science related toys and activities; Bubble Experiment Lab, Dinosaur Curator Set, Goo and Slime Maker, Hydraulic Robotic Arm, and Egg Drop Challenge.

“This new line of Mad Science toys and activities gives kids something to get excited about,” stated Josh Weichbrodt, ToyQuest Product Manager, “Curiosity, discovery, fun. When kids are having fun, they don’t realize they are learning”.

The line, licensed by The Mad Science Group, Inc., was inspired by the company’s dedication and passion for entertaining and educating science to youth all over the world through live school performances, after-school programs, birthday parties, camps and more.

“Our partnership with ToyQuest has resulted in an innovative product line that sparks children’s imagination and encourages science enrichment,” states Christina Sklavenitis, Director of Licensing, The Mad Science Group.

Product Descriptions

The Bubble Experiment Lab introduces kids to physics and chemistry through fun with bubbles. The Lab features a battery-powered fan and smoke generator which allow kids to create smoke filled bubbles, bubbles inside of bubbles, square bubbles and more. (\$34.99, 6 and up)



The Hydraulic Robot Arm introduces hydraulics and is completely powered by water. No batteries required. With a few energizing pumps, the arm can grab, move, lift and stack. (\$29.99, 6 and up)

Based on the science of polymers, the Goo and Slime Maker creates goo, slime and other fun substances. The Goo and Slime Maker features a motorized mixing chamber and all the ingredients needed to create goo and slime. (\$29.99, 6 and up)

Kids can return a dinosaur to its original state with the Dinosaur Curator Set. Kids can build dinosaur skeletons from the included bones, place the skeletons in the provided molds, and add the gel mix. In minutes, two dinosaurs are formed. Display stands included. (\$14.99, 6 and up)

The Egg Drop Challenge is inspired by a classic engineering exercise. Kids design and build a structure sturdy enough to protect an egg through a freefall and landing. With over 80 reusable pieces, kids will hone their engineering and problem solving skills while learning about gravity, terminal velocity and more. (\$9.99, 6 and up)

For more information, please visit www.toyquest.com/madscience.

About The Mad Science Group

Mad Science® is the world's leading brand of science enrichment sparking the imagination and curiosity of children in grades K-6 with live performances conducted in schools, camps, homes and theme parks. The Mad Science Group has developed over 2,000 hours of original content with thousands of unique interactive activities. The company delivers its brand of fun science through an extensive network of 191 franchised locations in 29 countries as well as through its own award-winning large-venue touring production unit. During 2007, the company will conduct 250,000 live presentations in 13,000 public and private schools in North America, reaching over seven million families. For more information, visit www.madscience.org.

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