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WINNERS OF INAUGURAL ASIAN ROBOTICS LEAGUE “BRIDGE BATTLE” COMPETITION ANNOUNCED

New Robotics Game Based on the Vex® Robotics Design System Provides Challenging and Economical Platform for High School Students

Seoul, Korea – November 21, 2007 – More than 100 high school teams from across six countries in Asia, competed in the Asian Robotics League (ARL) “Bridge Battle” Championship. The challenging and fun competition was held from October 18-19, 2007 at the COEX Convention and Exhibition Center in Seoul, Korea. More than 400 students competed with their robots created from the popular VEX Robotics Design System. Prizes were awarded to teams in the categories of Innovation, Connect, Amaze, Inspire and Think, as well as to alliances, made up of two to three teams, that showed great skill and teamwork.

The game, Bridge Battle, was created by Innovation First, Inc., a leader in educational and competitive robotics products, at the request of ARL organizers for their inaugural competition to engage students in the fun and excitement of science and technology. Bridge Battle, a tournament that was deemed affordable to host and easy to implement, debuted during the ARL Championship and is played on a 12'x12' square field that is divided into two sections– one "red" and one "blue" – with two teams on each side. Each team controls its robots to place tennis balls in respective red and blue colored sections of a bridge platform and works closely together to accomplish this task.

“We were thrilled to be the first group to capture the excitement of Bridge Battle in a competitive atmosphere,” said Eric Tsang, one of the organizers of the Asian Robotics League Bridge Battle. “It provided our students with a unique experience and a great vehicle to apply their science and engineering education. They were completely engrossed in the challenge from the initial design of their robots, using the Vex Robotics Design System, all the way to the final match. Our teams had such a great experience and many are hoping to get a chance to visit the United States to compete with teams from North America.”

At the ARL Bridge Battle tournament, the Phoenix team and Seoul Robot Research Club received the Innovation award. WEO Change Puj Chung Memorial School and Beijing Shijingshan Middle School received the Connect award. The Shanghai Luwan District Youth Movement Center, Xiaguan Dali Yunnan Middle School No.4, Post-Robot team and Shanghai Luwan District Youth Movement Center received the Amaze award. Nanning Guangxi Middle School No.14 received the Inspire award and the SRC team and RoboAcer team received the Think award. A full recap of results from the ARL can be found in the Vex Robotics Bridge Battle section at www.robotevents.com.

“We congratulate all the winning teams from the ARL Bridge Battle competition and are thrilled that all participants enjoyed the game,” said Jason Morrella, senior director of education and competition at Innovation First. “In fact, there has been so much excitement around the ARL tournament that other robotics event organizers in North America want to host their own Bridge Battle competitions. We’ve even been approached by groups wanting to organize a Vex World Championship event, possibly in May, using the Bridge Battle game, which would welcome all qualifying teams from Vex Robotics based tournaments in Asia, North America and South America.”

The Bridge Battle game is available free of charge to any organization with the time, energy and resources to organize a robotics event of any scale. More information about Bridge Battle is available at www.vexrobotics.com.

About Innovation First, Inc.

Innovation First, a privately held S corporation, was founded on the belief that innovation very early in the design process is necessary to produce simple and elegant product designs. Innovation First began producing electronics for unmanned mobile ground robots, and is now an industry leader in the hobby, competition and education markets. The company's award-winning Vex Robotics Design System VEXplorer, HEXBUG Micro Robotic Creatures, and IFI Robotics span the education, consumer and business-to-business markets. Leveraging the company's core competency in electrical and mechanical engineering, the RackSolutions division works closely with all major computer OEMs to provide custom mounting solutions and industry-wide rack compatibility for data installations of all sizes. With an advanced in-house metal fabrication plant, distribution center, and offices located together in a 13 acre complex in Greenville, Texas, the company is poised to continue on a rapid growth path. Please visit www.innovationfirst.com for additional information.

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