Robotics Design System

Northbrook, Illinois– (Business Wire) – October 31, 2006 – Revell Monogram LLC and Innovation First, Inc. announced today a global partnership for the design, marketing and distribution of the new Vex Robotics System, a product platform based on the award-winning original design developed in 2005.

In this partnership, Innovation First will be responsible for technical design, engineering development and manufacturing, while Revell will be responsible for the development of sales and marketing programs, channel strategies and distribution. IFI will maintain responsibility and control of all products and programs involved with the educational field, the FIRST Robotics competition, and other nonretail business ventures.

The Vex Robotics System provides an endless variety of construction options for the user, allowing for the individualized design of robots that can be programmed to perform automated functions or be operated by radio control. The system received notoriety after being featured on the cover of the inaugural issue of Robot magazine, which also featured modern mythbusters and special effects experts Adam Savage, Jamie Hyneman and Grant Imahara.

Innovation First is the developer of the original Vex Robotics System that continues to experience growing popularity in educational systems throughout the country as well as in a variety of robot competitions, including the FIRST Vex Challenge held in April at the FIRST Robotics Championship in Atlanta, GA. Revell is the global leader in hobbyclass model kits and has recently developed unique, new platforms for customizable R/C racing kits, and now robotic design systems. Revell and Innovation First, both in design and product development, have always stood for authenticity.

The new Vex system will be developed cooperatively by both companies for the retail market. It will differ in design from the original Vex system being used in the educational market to make it more appealing in price point and ease of construction to a broader market. Initial shipments are planned for the summer of 2007.

About Revell: Revell Monogram LLC, www.revell.com, a privatelyowned company, is the worldwide market leader in the sales of plastic model kits including cars, trucks, ships, planes, and related subjects. It also markets hobbyclass slot cars and R/C vehicles. Founded over 60 years ago, the company markets under the brands of Revell and Monogram.

About Innovation First, Inc.: Innovation First, www.innovationfirst.com, incorporated in 1996 and is a privately held S corporation. The company 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 an industry leader in the hobby, competition and education markets.

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