

FOR IMMEDIATE RELEASE

Playtime is so much brighter with Giotto be-bé

Singapore, September 2009

If you're the parent of the average toddler, your storeroom is probably already overflowing with toys. Every birthday and Christmas sees an abundance of new offerings from generous friends and relatives. Most young children stay excited about new toys for a while, then rapidly get bored of them. The next time you're looking for a gift for a toddler, whether your own or a friend's, why not look for something that will hold their interest for longer, something that let's them exercise their budding creativity and imagination.

The **GIOTTO be-bé** range is the first complete line of colours designed specially for toddlers aged 2 and up. The bright, colourful, fun packaging is designed to appeal to them, yet be safe and easy for them to open and close by themselves. In the range you'll find coloured pencils, large crayons, fibre pens, soft modelling dough and finger paint, with enough colours and fun to keep your kids occupied for a long time!

Toddlers are at an age when they develop rapidly, learning from activities and refining their motor skills. **GIOTTO be-bé** fibre pens, pencils and crayons are designed to be easier for their fingers to grip, encouraging them to develop their dexterity. The drawing, colouring, modelling and other art and craft activities are just play to your child, yet stimulate creativity and imagination, helping to develop right brain function.

While your toddler is having fun with **GIOTTO be-bé**, you can rest assured that they are safe — all products in the range conform to European safety standards, are dermatologically tested, and are washable from the hands and from fabric.

GIOTTO be-bé Super Large Pencils are easy to grip, with extra soft lead and anti-bite plastic end covers. They come in packages of 6 and 12, and include a sharpener.

GIOTTO be-bé Super Fibre Pens are easy to grip and long lasting, writing for 700 metres. They come in packages of 6 and 12, as well as 6 colours + 2 magic pens.

-- more --

GIOTTO be-bé Super Large Crayons are easy to grip and come in boxes of 8.

GIOTTO be-bé Super Finger Paint Set comes with 3 x 100ml pots of colours (red, cyan and yellow), 3 fun-shape sponges and an apron.

GIOTTO be-bé Super Modelling Dough is super soft and does not stain. It is water-based and made from natural ingredients, and comes in boxes of 3 basic colours or 3 additional colours (Yellow, Red, Blue, Orange, Pink and Green), or in a set of 3 x 100g colours + assorted tools and cutters.

GIOTTO be-bé Super Chalk Set comes with 10 coloured chalks, an unbreakable board, chalk holder and eraser. Fun for the kids, it will bring back fond memories for parents too, without the mess -- is designed to have minimal dust.

GIOTTO be-bé products are distributed by **LYRA Asia Pte Ltd**, the local representative of Lyra-Bleistift-Fabrik GmbH & Co. KG. Founded in Nuremberg in 1806, Lyra is the oldest registered trademark for drawing pencils and is renowned throughout the world for colouring products, particularly in the education market.

Since 2008, Lyra has been a part of the **FILA** (Fabbrica Italiana Lapis e Affini) group, Italy's leading stationery and colouring/drawing tools company.

GIOTTO be-bé is available at leading retailers, bookshops and departmental stores.

For more information, please contact:

Janice Chua

LYRA Asia Pte Ltd

Blk 5012 Ang Mo Kio Ave 5

#03-05, Techplace II

Singapore 569876

Tel: 6482 1198

Mobile: 9873 5487

Email: janicechua@lyraasia.com

###



LYRA

A **FILA** Company

GIOTTO be-bè Super Jumbo Coloured Pencils



since

1806

For photographs and/or more information, please contact Janice Chua
Tel: 6482 1198 Mobile: 9873 5487 Email: janicechua@lyraasia.com



LYRA

A **FILA** Company

GIOTTO be-bè Super Fibre Pens



since

1806

For photographs and/or more information, please contact Janice Chua
Tel: 6482 1198 Mobile: 9873 5487 Email: janicechua@lyraasia.com



LYRA

A **FILA** Company

GIOTTO be-bè Super Large Crayons



since

1806



LYRA

A **FILA** Company

GIOTTO be-bè Super Finger Paint Set



since

1806



LYRA

A **FILA** Company

GIOTTO be-bè Super Chalk Set



since

1806



LYRA

A **FILA** Company

GIOTTO be-bè Super Soft Modelling Dough Set



since

1806