Xploderz™ Blast Excitement Into Active Play

New Line Shoots Grow-Your-Own Ammo Up To 85 Feet, Named a 'Hot Toy of 2011' at London Toy Fair

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HUNTINGTON BEACH, Calif., Feb. 8, 2011 /PRNewswire/ -- Introducing Xploderz™ (www.xploderz.com), a new firing system that will change the way kids shoot forever! Offering new levels of action and excitement for older kids 8+, Xploderz deliver more distance and more ammo than ever before. Thrill-seekers who grew up with foam dart guns can now add Xploderz to their arsenal as an alternative to video games. The immersive Xploderz experience gives kids more distance, more ammo and more fun.

Created by The Maya Group, The XBlaster 200™, Face Off 400™, XStormer 1000™ and XRanger 2000™ shoot ammo made with H2Grow™ Technology up to an amazing 85 feet. The ammo disintegrates on impact. Each Xploderz Blaster comes with an interchangeable ammo clip that holds up to 70 rounds before needing a reload.

"The Xploderz concept has been an instant hit with toy buyers in North America and around the world," said Ron Brawer, a partner in The Maya Group, and an inventor of the Xploderz line. "There's a huge gap in blaster products between foam darts and paintball, Xploderz is going to fill that gap!"

The Xploderz line-up makes its North American debut at the American International Toy Fair in New York City February 13-16. Already generating international buzz, Xploderz were named a Best New Toy of 2011 by the British Toy and Hobby Association during the London Toy Fair.

The Xploderz Line Includes:

X Blaster 200: Easy to handle blaster with power arm, ammo clip and 200 Xploderz rounds. Shoots up to 50 feet. Retail: $12.99.

Face Off 400: Battle pack of easy to handle blasters with ammo clips and 400 Xploderz rounds. Value pack good for a friendly battle between two friends. Each shoots up to 50 feet. Retail: $19.99.

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X Stormer 1000: Versatile blaster with good distance but easy maneuverability, comes with power arm, flip-up sight, ammo clip and 1000 Xploderz rounds. Shoots up to 75 feet. Retail: $24.99.

X Ranger 2000: Long-distance fire power with shoulder stock, bi-pod, flip-up sight, ammo clip and 2000 Xploderz rounds. Shoots an amazing 85 feet. Retail: $39.99.

Kids can see the power and capability of Xploderz in a new commercial airing on National TV and on the Xploderz website (www.xploderz.com). More details and informational videos can be found on YouTube and Facebook.

Xploderz will be available in the U.S. Pre-Easter at these major toy retailers -- Amazon, BJ's, Meijer, Target and Toys 'R Us.

The Maya Group

The Maya Group was founded to bring safe, high-quality and innovative toys to the market—toys that amaze, wow and dazzle long after the packaging has been opened. The company is dedicated to finding new, cool technologies and applying them to play patterns tested to create enjoyable and continued play.

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