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## WEDGiTS Fit Right on Target

Diamond Springs, CA - (March 31, 2009) – Is there any room for a new children’s construction product in the toy aisles? Better move the Legos, Lincoln Logs and K’Nex over a bit. ImagAbility, Inc., a company that poured a foundation for its WEDGiTS™ line with teachers and the education market, is stacking up an impressive record with its wedge of real estate in Target Stores nationwide.

Educators and parents seem overjoyed by ImagAbility’s news that WEDGiTS are readily available everywhere now. According to Linda Hazelton, a teacher from Plano, Texas who has been using WEDGiTS in her classroom for more than 10 years, confirmed, “WEDGiTS immediately caught my attention as the perfect teaching tool for my classroom. My students are captivated by the colorful toy and the unlimited ways to create original designs or re-create formations using the Design Cards. With WEDGiTS, I can demonstrate simple patterning, relationships in size and sequencing. Students enjoy activities like *Copy Cat*, *Rainstick*, and *Ready, Set, Build* all found in the *WEDGiTS Activity Guide*. I’ve had WEDGiTS in my classroom for 10 years and it’s one toy I wouldn’t want to teach without.”

While Target is carrying an exclusive WEDGiTS Imagination Set and two other WEDGiTS sets, ImagAbility is quick to point out that the fundamentals of its WEDGiTS product have been nurtured, fine-tuned and expanded as a product line since the company launched its original set more than 12 years ago. ImagAbility Inc., based in northern California, was founded by the husband and wife team of Caron and Rock McKinley, who carefully built their WEDGiTS concept into creation.

WEDGiTS™ are unlike other building block toys. The WEDGiTS building parts look like square donuts that stack into a four-sided pyramid. The basic design of each primary block is referred to as a rhombus in geometric terms. Each block is graduated in size so that, when stacked, they actually nest into pyramid shape. The top of the WEDGiTS pyramid is capped with a diamond shaped block referred to as an octahedron. When the blocks are rotated and stacked in both vertical and horizontal patterns, the fundamentals of geometry become a practical experience.

“This product allows kids of various ages to actually stack, nest, link and even lock blocks together forming everything from cool creatures, artistic structures, molecular concepts, rolling vehicles and futuristic space-craft,” Caron McKinley explained. “Each WEDGiTS kit is compatible with the next set so any child can *grow-and-learn* with the toy. It is exciting to see your child’s enthusiasm when they can actually demonstrate the concept of WEDGiTS atoms linking together to form a water molecule. How many toys can kids actually have fun with while naturally learning basic math and science principles?”

Proof of the fun (and learning) of WEDGiTS can be easily measured by ImagAbility’s early results at Target. Brad Ketz, Target Stores Sales Representative from Ketz & Associates based in Minneapolis, substantiated, “ImagAbility’s WEDGiTS Imagination Set (MSRP \$19.99 for ages 3 and up) has already shown 28% sales growth in its first two months of sales at Target.”

“We’re pleased that the educational aspects of WEDGiTS are a wonderful benefit that parents and teachers get to observe, while children are just playing with the product. Of equal importance we find that kids become more creative when they imagine they are building the great-pyramids, towering skyscrapers, crystal-like structures or their favorite jumping animal,” Rock McKinley, said.

All WEDGiTS™ building blocks are third party tested for validation that they meet with full compliance to the US Consumer Safety Regulations. WEDGiTS™ can also be found on-line through [www.Target.com](http://www.Target.com) and through ImagAbility’s website at [www.WEDGiTS.com](http://www.WEDGiTS.com).

## **ABOUT IMAGABILITY**

The family business was launched in 1995 as R/C Products. The initials represent Rock & Caron McKinley, the company's founders and owners. One of the reasons for starting the company was to have their children learn about business. By being involved in a family business, the desire was to help motivate their children in preparation for their college planning. The McKinley family has traveled extensively in America and Europe introducing, demonstrating and selling the WEDGiTS product line. The WEDGiTS product line has been granted international patents and this family run business is now distributing in Australia, Canada and throughout Europe.

The McKinley children assisted in all business aspects from shipping/receiving, order entry, website development, trade show management and product design. Appreciating the skills needed to be successful in business, both siblings have ambitious entrepreneurial plans of their own.

As the WEDGiTS product line became popular in schools across America, Australia, Canada, and Europe it became necessary for the company to change its' business structure. RC Products converted to ImagAbility Incorporated and was launched as a California Subchapter "S" corporation in 1997. Today, the company is based in Diamond Springs, California, as the designer, manufacturer and distributor of educational, manipulative toys called WEDGiTS™. All WEDGiTS items are third party safety tested through Intertek Test Labs, a US Consumer Safety Department approved facility. WEDGiTS products comply with all US regulations as specified through the year 2011. More information and a complete product line description are available on the company website at [www.wedgits.com](http://www.wedgits.com).

### **For Product Sales Info, Contact:**

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