

News Release:  
For Immediate Release  
Contact: Beverly Johnson  
Phone: 303.541.0930



*Fractiles-7 helps young minds learn about symmetry  
while making butterflies, snowflakes, and optical illusions*

Boulder, CO – (Oct 1, 2007) - Fractiles Offers Safe and Entertaining “Made In USA” Toys for Christmas: This holiday season, concerned parents, grandparents, aunts, and uncles are seeking gifts for the children in their lives that are made under strict manufacturing practices in United States facilities, and Fractiles-7 fills the bill. A geometric, open-ended puzzle, Fractiles-7 is an addicting toy that provides hours of fun for people aged six to adult. The product is available nationwide at select independent toy stores, museum gift shops, bookstores, art supply stores and specialty catalogs as well as online at [www.fractiles.com](http://www.fractiles.com).

Fractiles-7, winner of a Parent’s Choice Foundation Award, is a unique design system of red, yellow, and blue diamond-shaped magnetic tiles with angles based on the number seven. Fractiles-7 is available in three editions. The Large Edition, with a 12-inch steel playing board and 192 magnetic tiles is \$41.95. The Travel Edition (perfect for quiet car and plane trips), with an eight-inch steel board and 96 tiles is \$23.95. Fridge Fractiles, with 48 tiles and no board, is \$10.95. The Large and Travel Editions come in an album-style storage folder with color illustrations of some of the possible designs people can follow, or they may create their own designs.

“Fractiles” is a combination of the word “fractals,” meaning the phenomenon of scaling or the repeating of a pattern on every scale, and “tiles.” Beverly Johnson, president of Fractiles, Inc., and a geometry fan, says that playing with Fractiles-7 stimulates creativity and thinking skills. The toy has captivated fans of all ages since it was introduced nine years ago.

“Many elementary schools are using Fractiles-7 to help students enjoy learning symmetry and geometry,” said Johnson. “It presents an open-ended puzzle with an infinite number of solutions, thus there is no wrong way to play with Fractiles. It also helps develop fine motor, problem-solving and pattern recognition skills, which are essential to learning math, reading, and writing. Teachers tell us their students are having so much fun playing with Fractiles-7 that they don’t even realize how much they are learning!”

Adults enjoy the “mental break” that Fractiles-7 offers. Stepping away from the computer for just a few minutes to create a new design may activate a different part of the brain, allowing for a brief moment of relaxation, stimulation or creativity.

Fractiles-7 is manufactured in Colorado and Minnesota and has been tested by a third party, certified laboratory to ensure that it meets the American Society for Testing and Materials’ standards for toy safety, which is recognized by the toy industry and governmental agencies as the defining standard for toy safety. Adherence to this standard means that Fractiles, Inc. does not use materials or designs that may be harmful to children. Additionally, by manufacturing only in the United States, Fractiles, Inc. guarantees that it employs fair labor practices and is environmentally responsible.

Regarding the recent recalls of tainted toys made in China, Ms. Johnson said, “This disturbing outcome offers us a unique opportunity to look more deeply at the other costs of manufacturing overseas – the lost American jobs, the unchecked environmental impact and perhaps dubious labor conditions. I hope to see many toy companies take a leadership role in migrating their manufacturing back to the United States.”

About Fractiles, Inc.

Fractiles, Inc. is a Colorado Corporation formed in 1998 by Marc Pelletier and Beverly Johnson of Boulder, Colo. The founders’ mission in developing Fractiles-7 is to help bring the beauty of geometry into the mainstream. Please visit <http://www.fractiles.com/> for more information, including a comprehensive list of retail stores and catalogs that carry Fractiles-7, and visit [www.fractiles.com/pubs](http://www.fractiles.com/pubs) for downloadable product images.