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FOR IMMEDIATE RELEASE
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Master Replicas Force FX Lightsaber in Limited Supply 2002

Walnut Creek, California - Master Replicas announced today, the success of the Anakin Skywalker Force FX lightsaber will not be enough to satisfy demand. The Anakin Force FX lightsaber has generated unprecedented world and retailer response since its release in April 2002. Domestically, collectors and retailers will carry the Anakin Force FX; while internationally, over 20 countries have committed to distribute the Force FX in 2002.



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Consumers seeking information about this unique collectible have generated over 70 million hits to the Master Replicas web site this year. Retail support has surpassed expectations, resulting in much higher than forecasted demand. To meet full production capacity, Master Replicas will be forced to allocate its production. Master Replicas currently anticipates lifting allocation in the first quarter of 2003.

In order to meet an aggressive production schedule, materials used in the lightsaber are being gathered from sources around the globe. After extensive research and development at Novatech Electro-Luminescence (www.novael.com) of Chino, California, teams are working around the clock to deliver the FX's most noticeable component, its Electro-Luminescence light is a proprietary blend of phosphor, dielectric, and conductive inks and frequency designed exclusively to meet Master Replicas' stringent requirements for color, brightness, and energy efficiency.

"Master Replicas contracts over 200 skilled craftsmen to produce thousands of lightsabers to our exacting quality standards." stated Mark Kindree, VP of Product Supply. Kindree further notes, "To build one lightsaber takes 100 hours to hand assemble the 50 plus parts that pass through 10 sequential assembly lines."

Every lightsaber is inspected for aesthetic quality and tested for performance of the motion sensor, the sound board, and the EL blade during construction. After the lightsaber is completely assembled it is tested again for quality, performance by one of 70 inspectors at the factory before it is finally

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Collectors who have already received their Anakin Force FX rave about lightsabers authentic sound effects and brightly glowing blue blade. craftsmanship and durable construction make this a favorite collectible for fans of all ages, but it is not recommended for children under 12 years of age.

Limited quantities of this popular collectible are still available on the Master Replicas web site at www.masterreplicas.com or through select retailers: FAO Schwarz, Sharper Image, Kay Bee Toys, and The Sears Wishbook. Master Replicas urges collectors to order their Anakin Force FX now to insure the lightsaber in 2002.

For more information about the Anakin Skywalker Force FX collectible, visit the Master Replicas web site at www.masterreplicas.com or call 1-866-

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