

BUCKYBALLS 2012 CATALOG

**“There’s no
better desktoy”**
Esquire

**“Payment for addiction
therapy not included”**
Entertainment

“Modern art”
MAXIM

**“Much more satisfying
than a stress ball”**
REAL SIMPLE

**“Addictively
Fun”**
GIZMODO

**“This is
the perfect
desk toy”**
*SWISS
MISS*

**“If you smashed together
a Lego set and a stress ball,
you’d get something
approximating Buckycubes”**
FAST COMPANY

**“Strong, shiny and
incredibly addictive”**
The New York Times

2011

TRENDS of 2011

ALL THE TOYS, TREATS, FADS AND STYLES THAT REALLY HIT THE BIG TIME THIS YEAR

Cake Pops
 Dessert on a stick? Genius! In 2011, these cute mini treats eclipsed cupcakes as the confection du jour. Celeb fans include Blake Lively and *Ace of Cakes* chef Duff Goldman.

Buckyballs
 Forget doodling or squeezing one of those stress-relief toys, this year's go-to workplace distraction came in the form of these impossible-to-put-down, shape-shifting magnetic balls.

Colored Denim
 Jeans broke out of their basic blue mold and went on a technicolor binge, popping up in red, green, purple and—as singer Kelly Rowland (right) demonstrates—hot pink.

Missoni for Target
 Designer devotees were so eager to buy up the eclectic line—which featured everything from a bike to clothes to home furniture—they crashed the store's website page. 1X

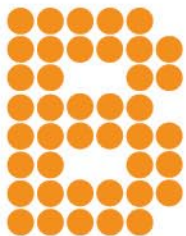
Words with Friends
 One of iPhone's most popular apps got even more high-profile Dec. 6, when Alec Baldwin was booted off an American Airlines plane for refusing to pause his match. The Scrabble-esque game currently has 12.5 million users.

106 December 14, 2011 PEOPLE

People Magazine names Buckyballs one of the

TOP 5 TRENDS OF 2011!

December 26, 2011



Two years ago BUCKYBALLS took the nation by storm.

And since then it's become **The World's MOST POPULAR Desktoy!**

This year, we're upping the ante by **INTRODUCING:**

BuckyCUBES™

Buckyballs®
 CHROMATICS

BUCKY & SIGNATURE BOOK KIT & COLLECTION

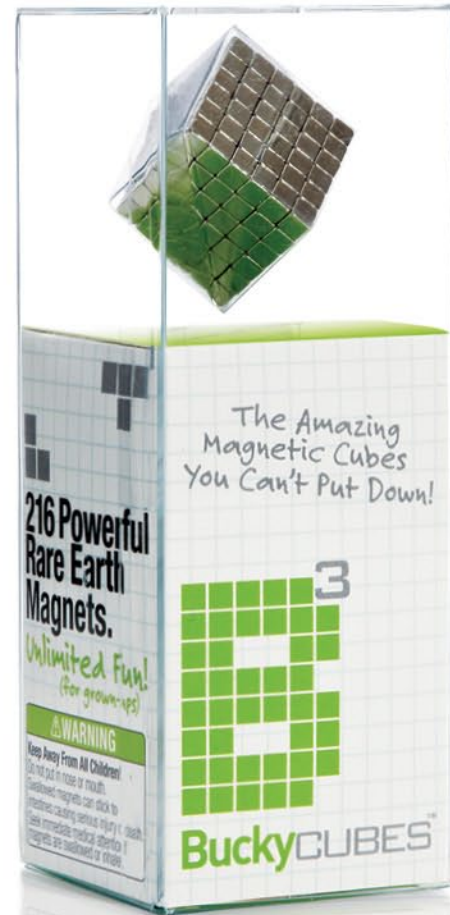
It's no wonder Buckyballs' products are now the **TOP SELLER** in thousands of gift, design, book and museum stores nationwide.

Displays, demos and **FUN INCLUDED.**



Buckyballs®

It all starts here: 216 Powerful Rare Earth magnets that can do just about anything. Warning: once you pick 'em up, you won't be able to put 'em down.



BuckyCUBES™

They're easier than the Buckyballs to pick up... but even harder to put down. Make shapes that transform. Stack 'em to the ceiling. Build buildings. Or fidget for fun. Who knew being square could be this much fun?



ORANGE
EDITION



PINK
EDITION



RED
EDITION



BLUE
EDITION



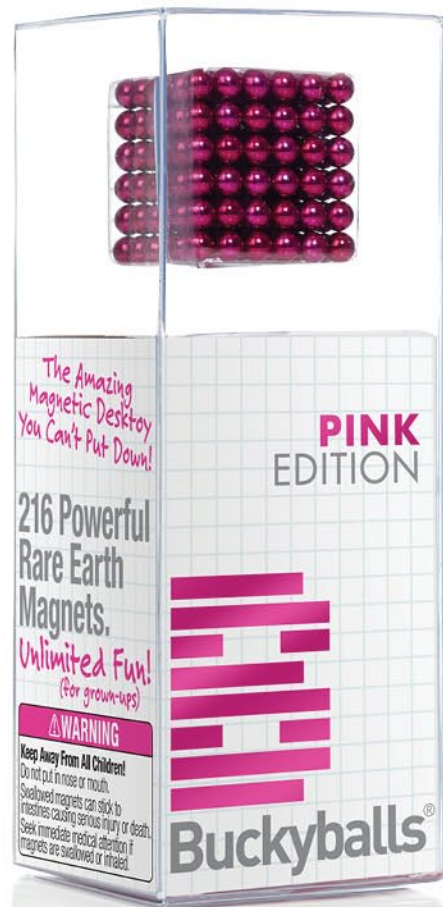
GREEN
EDITION



PURPLE
EDITION



**BLUE-ISH
GREEN-ISH**
EDITION



CHROMATICS

You asked for it, you got it. We've finally busted out every color of Buckyballs we've got. Brace yourself; Buckyballs just got Chromatic.

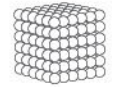
BUCKY BOOK KIT

What's Inside

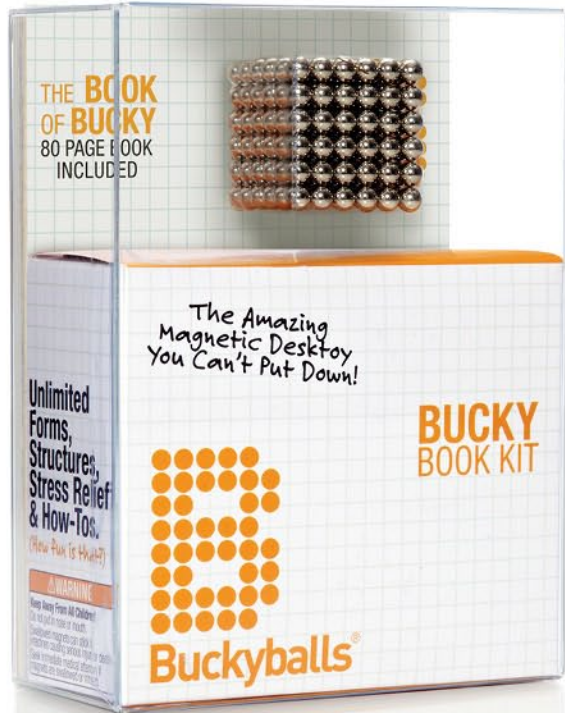
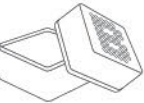
THE BOOK OF BUCKY
80 PAGE BOOK



Original Edition



1 CARRYING CASE



THE BIG BOOK OF BUCKY VOL. 1

A Baller's Blueprint to Shapes, Structures, Tricks, and Fun!

Buckyballs®

THE BIG BOOK OF BUCKY VOL. 1

Sure, every set of Buckyballs comes with instructions, but not like this like they don't. Get the 80-page Big Book of Bucky on its own or The Bucky Book Kit which includes a set of 216 Buckyballs for maximum fun!

What's Inside

**GOLD
EDITION**



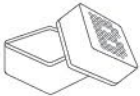
**BLACK
EDITION**



**Original
Edition**



**3 CARRYING
CASES**



**QUICK START
GUIDE**



SIGNATURE COLLECTION

Triple the balls, triple the fun. Buckyballs Collections have more balls, pack more possibilities and produce more fun. This is what happens when you turn the fun up to 11!

BALLS



**EXECUTIVE
BALLS**



CHROMATICS



216 Balls



125 Balls



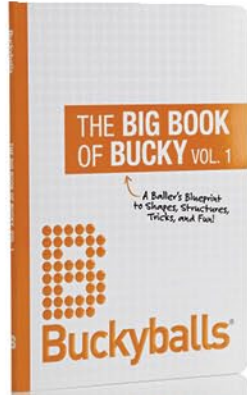
All products available in sets of
216 BALLS/CUBES and
125 BALLS/CUBES



COLLECTIONS



BOOKS



DISPLAYS



CUBES



EXECUTIVE CUBES





Buckyballs®

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