



**FOR IMMEDIATE RELEASE**

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## **NEXUS – A NEW CONCEPT IN PLAY**

*Innovative product line to attract and challenge older kids*

HUNTERSVILLE, NC – PlayPower, Inc., the world’s industry leader in commercial playground equipment, has announced the introduction of Nexus, a next generation play concept specifically designed and engineered to thrill a generation of more sophisticated young people ages 7-14, which we define as “tweens”. Developed by SMP, a U.K.-based division of PlayPower, the Nexus product line promises to duplicate its proven European successes in engaging older children in healthy physical activity with its debut in the U.S. market.

Nexus was created to address a difficult set of circumstances facing the playground equipment industry, and more importantly, children’s health and welfare today. With healthy physical activities competing for children’s leisure time against so many other pursuits – predominantly sedentary, technology-driven pastimes such as video games and the internet – it’s a challenge for play equipment specialists to create concepts that capture children’s imaginations and get them up and moving. In particular, the “tween” age group is a diverse and difficult bunch to satisfy. As children continue to develop earlier, both physically and mentally, the target age group often referred to as the “tweens” presents its own set of challenges. These pre-teens resist being treated like young children, wishing to define themselves as mature, independent and “cool.” In short, physical activity is low on this age group’s list of priorities, and they are inclined to dismiss playground equipment as being “for little kids.”



The Nexus product line confronts this challenge by understanding what appeals to the “tween” age group – and delivering it to them. For a strong first impression, the distinctive visual design of Nexus breaks away from the look of the traditional playground commonly aimed at younger kids. Constructed with complex curves and angles, Nexus creates a modern, high-tech look that appeals instinctively to the “tweener” age group’s sense of style, which is heavily influenced by futuristic sci-fi movies and cyber-culture. Once children explore Nexus, they quickly discover the compelling value of its play performance. Children will complain that play equipment is too juvenile if its range of activities is limited and “you can’t do anything on it.” Nexus opens up a whole spectrum of possibilities that encourage kids to create their own imaginative styles of play, unrestricted by narrow perimeters of intended use.

Children enjoying Nexus products are too preoccupied having fun on equipment that meets their rigorous standards for “coolness” to notice that they’re engaging in healthy exercise. With poor physical fitness and obesity among young people becoming a major social concern, PlayPower and SMP are taking the initiative to challenge the “tween” age group to grow up to be physically fit, healthier and happier. Nexus also measures up for safety and performance, as every system has been designed, manufactured and tested to meet or exceed CPSC, ASTM F1487 and EN1176 guidelines and standards.

Among the initial offerings in the Nexus product line that PlayPower is introducing are the following:

**NEXUS CORE** – The centerpiece of the Nexus family. Kids find boundless fun exploring its sliding poles, climbers, perches, hammock nets, rock face and sliding rails, all of which are framed by three climbable gantry posts. Nexus Core



coordinates with various Nexus Velocity components for even more play options. Enticingly promoting vigorous activity for healthier kids, Nexus Core is never a bore.

**NEXUS VELOCITY** – It’s all about moving fast and satisfying the youthful need for speed with the safe and healthy activity that Nexus Velocity generates. Kids immediately grasp the compelling challenge of maneuvering each set’s perimeter without touching the ground. Available in various combinations, many of which can be incorporated with Nexus Core.

**VELOCITY ROCK CLIMB ‘N’ SLIDE** – This distinctive set combines the popular activities of rock climbing and slides into one unique, challenging design. The Rock Climb ‘N’ Slide features banister rails and a textured rock face sprinkled with handholds and footholds. The unit is available as an attachment with other Nexus equipment or as a stand-alone model.

**NEXUS WHIZZER** – A compact, modern-day update of the traditional playground whirl ride, the rocking and spinning Whizzer features an EkoGrip surface for comfort and safety. The oval shaped platform easily accommodates either one child riding solo or a pair of riders facing each other, see-saw style.

For more information, buyers can contact their local representative at 1-866-4PLAYPWR or visit [www.playpower.com/Nexus](http://www.playpower.com/Nexus) to download either brochures or CAD drawings



## **About PlayPower**

PlayPower, Inc. is the global leader in recreation equipment and accessories with more than 1,000 employees worldwide. PlayPower uses its global network of innovative companies to provide customers with uniquely designed playground and floating dock equipment. PlayPower is known around the world for giving inspiration to its products with brands names such as Miracle Recreation Equipment, Little Tikes Commercial Playgrounds, Soft Play, HAGS, EZ Dock, SMP, Records, and RSS Playgrounds. More information is available at [www.playpower.com](http://www.playpower.com).

## **About SMP**

SMP, a PlayPower company, is the United Kingdom's leading manufacturer of children's playground and sports equipment. SMP has over 40 years experience in designing and building thousands of play areas across the world, and it is a pleasure to introduce innovative new product lines to the United States.

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