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Contact: System Enterprises LLC
Steven Mueller (President)
888-898-3600
steven@system-enterprises.com



RINGSTIX LITE EARNS SPOT ON BEST TOYS LIST THAT HIGHLIGHTS QUALITY TOYS OF LASTING VALUE

***AMERICAN SPECIALTY TOY RETAILING ASSOCIATION (ASTRA) MEMBERS NAME
RINGSTIX LITE TO THE 2013 "BEST TOYS FOR KIDS AWARD" LIST***



Clearwater Fl, (August 5, 2013)– RINGSTIX LITE, manufactured by System Enterprises LLC and one of the hottest new toys on the market, announced today that it has been honored with a 2013 Best Toys for Kids award by the American Specialty Toy Retailing Association (ASTRA), System Enterprises LLC.

The Best Toys for Kids Award list features toys that stretch a child's imagination, toys that invite discovery and exploration, toys that get little ones moving, toys that helps kids build creativity, toys that fascinate and delight babies, and even toys that will help preteens unplug from electronic games and rediscover the joy of play.

"ASTRA's top picks are different. Instead of being financed by the companies that make the toys, ASTRA's list is chosen by a community of people who care deeply about quality toys," said Kathleen McHugh, President of ASTRA. "Winners are selected by neighborhood toy store owners around the country who watch kids play in their store all day long and talk with parents about which toys sustain their child's attention and become beloved additions to their toy box."

"System Enterprises LLC., along with the others on the *Best Toys for Kids Award* list, go way beyond the pre-programmed, ho-hum play of so many heavily advertised toys and gives kids play that truly challenges their imagination, creativity, and other skills," continued McHugh.

"We are pleased to be honored with the 2013 Best Toy award by ASTRA. RINGSTIX LITE is a unique toy that strives to capture fun in every child as well as creativity and playfulness. We have created a simple, skill based toy that gets kids of every age outside having fun. We have received many videos and emails of invented games. From variations of capture the flag, to a disc golf game and even a competitive adaptation of lacrosse," said Steven Mueller of System Enterprises, LLC.



“Each set of RINGSTIX LITE comes with a ring and two stix making it a full set for two players. The game is unique in that you can be as active as you want. run around and play long distances up to 30 yards or pass the ring around leisurely at short distances and have a conversation as you play,” continued Steven.

RingStix the nine award winning toy, never fails to make people stop and watch.

RingStix is a fast and easily learned outdoor activity for ages 6 and up and will get the whole family up and moving. Play RingStix with two players, in a group or solo. It is quickly becoming the new favorite at gatherings, reunions, vacations, etc. The sticks and ring float so you can have fun playing Ringstix at the beach. The ring even flies through the air in heavy winds! RingStix is unique in that you can be as active

as you want - run around and play long distances up to 30 yards or pass the ring around leisurely at short distances and have a conversation as you play. Physical education programs in schools have already started using Ringstix to keep their students active and healthy. This interactive toy, which uses sticks to quickly catch and launch the ring, is simple enough for anyone to learn, yet intriguing enough for all ages to enjoy.

Each player holds two sticks which he uses to propel the ring spinning forward toward the other player. The catching player then uses the end of one or both of the sticks to catch the flying ring. This repeats back and forth while spinning, leaping and laughing. Families can invent their own way of playing, keep score and do tricks - it's a new game every time!

Even dogs have fun and love to chase and retrieve the rings!

Each set comes with four sticks (two for each player) and one red ring – A FULL SET FOR TWO PLAYERS, all at a great price of \$14.99.

Our goal is to promote healthy exercise that also builds hand-eye coordination while having a blast! What makes RingStix unique is that it strives to capture, in all of us, our innate creativity and playfulness.

Overall: RingStix the winner of 9 toy awards - brings generations together, is easy to learn, is fun and creative and gets you moving as you socially interact.

- Ages 6+ Perfect for adults and kids to play together
- Each Set comes with 4 stix and a red ring (set for 2 players), great price \$14.99
- All RingStix parts float
- Works in winds up to 25 miles
- Light and durable colorful stix
- Easy to learn, yet challenging enough to keep it interesting
- Great for Hand-eye coordination

- It provides a fun way to be outdoors, socialize and get some exercise at the same time
- Adjust well to the abilities of each player in speed, distance and willingness to move around
- Exciting toy which improves the bond between parents and children
- Helps the children to extrovert
- Helps a child to improve his perception of gravity, propel force and how rings fly and move
- Very easy to pick up without bending down
- Coordination of both hands at the same time to shoot
- Can be played alone, by two or in a group
- Shoots up to 30 yards
- Parents love it because it motivates outdoor play.
- Great for the beach, park, backyard, tail gate, family gatherings parties etc.
- PE class at Schools
- One year limited warranty
- Meets all US CPSC (Consumer Product Safety Commission) Standards
- Meets California Proposition 65 Regulations
- Patent Pending in many countries

About System Enterprises LLC.

Founded in 2010 System Enterprises is the proud creator and distributor of the RingStix product line. RingStix strives to capture the spirit of play and creativity innate to all of us. We want to see people of all age's young and old interacting and having fun together. We provide a high quality and extremely fun product, to further this goal. We love what we do and hope you enjoy playing. System Enterprises is a privately owned company headquartered in Clearwater FL. Our website is www.RingStix.com

About the American Specialty Toy Retailing Association (ASTRA)

With more than 1000 members, the American Specialty Toy Retailing Association (ASTRA) is the largest association for companies in the toy and children's products arenas. ASTRA and its member companies promote the growth of the toy industry by delivering products that serve children's best interests. For more information, visit www.astratoy.org.

Because Community Matters, ASTRA members thank you for shopping locally.

Parents, grandparents, and others can find the 2013 Best Toys for Kids Award list at: www.yourneighborhoodtoystore.org.