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**FOR IMMEDIATE RELEASE**

**[www.rocketusa.com](http://www.rocketusa.com) [www.boogilyheads.com](http://www.boogilyheads.com)**

## **“Fink” outside the Box with Rocket USA’s & Gus Fink’s new line of Collectible Art Toys!**

**Rocket USA, Inc the Forest Park, Illinois Company that specializes in the design and manufacture of unique toys and gifts has teamed up with Artist Gus Fink to create a line of collectible art toys called Boogily Heads™.**

**(July 2007) Forest Park, IL - From Ebay to Collectable Art Toys**

Direct from “Boogilyville” comes a distinct line of toys called BOOGILY HEADS™, ready to establish a new market in the world of collectibles and designer toys. Dubbed “Art Toys” by Rocket USA, these contagious little creatures feature bobble head action and a randomly inserted collectible Mini Comix and poster. Each one-of-a-kind character has a name and story and is derived from foam sculptures that were created and hand made by Artist Gus Fink, including original artist imperfections!

Michael Perry, President of Rocket USA, began collecting Gus’ art through auctions on Ebay four or five years ago at which time he even discussed with Gus possibility of doing some products together. Unfortunately, or maybe not, the timing wasn’t right. Then in October of 2006, an auction for a foam sculpture done by Gus caught Perry’s eye. *“I thought it would make a great toy so I put a bid of \$150 on it and forgot about it. The opening bid was only ten dollars and I thought for sure I would win. Wrong. It went to a collector in Tokyo for \$152.50.”* says Perry.

*“Michael called me up and I said I would make him another one similar to the one he lost and he flew me up to Chicago to show him some other artwork and we really hit it off.”* adds the artist, Gus Fink.

From there, the Boogily Heads™ were formed. Series One, which includes Pinko™, Milq™, Derf™, Skygor™, Marshmellow™, and Oinks™, will debut at the August 2007 Wizard World Show in Chicago. To commemorate the launch, Rocket USA has produced a 500 pc Limited Edition Wizard World Exclusive Marshmellow™ figure.

Series Two and Three are slated for release in Fall 2007 as well as a complimentary plush line called Boogily Bunnies™ which will also include the collectible Mini Comix™.

- **Boogily Heads Collectible Art Toys**
- **Series 1 – Shipping Now!!!!**
- **Bobble Head Action**
- **Randomly Inserted Collectible Mini Comix & Poster**
- **MSRP \$6.95 each**

# About Rocket USA, Inc.

Rocket USA, Inc. was founded in 1997 specializing in the design and manufacture of unusual toys and gifts that featured a line of tin toy robot collectibles. Over the last several years the company has entered into a number of licensing agreements to expand into multifaceted, gift, toy and novelty company. Current licenses include, "Gus Fink Studios™", "Futurama™", "Tetsujin™", "Mario Batali™" and "BOZO™, The Worlds Most Famous Clown"

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