



Leading worldwide game developer Little Orbit is partnering with major brands for new channels of distribution, marketing, and revenue

Little Orbit has partnered with global power house brands L'Oreal and Redken to develop and launch Busy Scissors, an innovative cosmetology title with over 35 hair styles and 30+ Mini games in the Wii/DS platforms for 2010 Christmas delivery.



BIG UNIT SALES FOR LITTLE ORBIT'S BUSY SCISSORS

200,000 units of sales from Walmart, Walgreens, Sears, and Gamestop for 4th quarter delivery 2010.



NEW GAME CHANNEL IN BEAUTY SALONS

By partnering with Redken Little Orbit opens a whole new channel of distribution and will be selling into 66,000 salons globally through the professional beauty distributors



Busy Scissors arrives at gamescom! -August 17th, 2010

The Busy Scissors/REDKEN truck arrived today, to participate in the celebration and exchange of ideas in Cologne, Germany. View behind-the-scenes



Gamescom is the biggest trade fair for interactive entertainment. gamescom unites the whole value added chain from developers and publishers over retail to the consumer. gamescom 2010 was a complete success with 254,000 visitors, 18,900 trade visitors, 505 exhibitors from 33 countries



Busy Scissors at E3! June 20th, 2010

Little Orbit showcased Busy Scissors at the 2010 Electronic Entertainment Expo in Los Angeles with real-life stylists giving attendees makeovers. It's the perfect place to unveil Busy Scissors," said President Matthew Scott. "We're excited to be able to contribute to this year's exciting roster of ground-breaking releases that will be showcased at the trade show."





Screen Shot & Cover Art



Now's your chance to cut, color and style hair in your own virtual salon. Redken 5th Avenue NYC has partnered with the makers of "Busy Scissors", a Nintendo game available for your Wii and DS. Use Redken products and techniques to give your clients the looks they want, hone your skills, and have fun along the way! Don't forget to visit your local Redken salon to keep your hairstyle looking stylish.

WHERE TO BUY:

Game will be available in October 2010. Check back to discover how you can get your hands on the game.



ABOUT THE PRODUCTS:

To learn more about the products featured in the game visit our product catalog. Be sure to rate and review your favorites!

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|--------------------|----------------------|
| Hardwear 16 | Color Extend Shine |
| Layer Lift 07 | Enrich |
| Forceful 23 | Outshine 01 |
| Quick Dry 18 | Soft Spin 05 |
| Fashion Work 12 | Power Tame 16 |
| Extreme Anti-Snap | Matte Sponge 05 |
| Smooth Down | Structure Wax 17 |
| Detangling Cream | Wax Blast 10 |
| Fresh Curls Spring | Satinwear 02 |
| Mousse | Body Full Amplifier |
| Aerate 08 | Thickening Lotion 06 |
| Shine Flash 02 | Water Wax 03 |



ABOUT THE TOOLS

As you progress through the game, unlock first-class professional styling tools from Redken's partner, Sam Villa. Sam Villa styling tools are designed exclusively for hairstylists. Available for salon professionals only, find more information at www.samvilla.com.



BECOME A HAIR DRESSER

Have you considered a career in the exciting field of cosmetology? If you're interested in creating fashion forward hair as a salon professional, owning a salon or spa, embarking in TV or film hair fashion, servicing salons and spas through Redken distribution, or serving the industry through a haircare manufacturer, The Salon Professional Academy is for you!