

## **FOR IMMEDIATE RELEASE:**

### **GEMMY INDUSTRIES HEROICALLY STEPS UP TO SAVE THE DAY FOR THE MILD-MANNERED GAME ROOM.**

January 4, 2005

**(COPPELL, TX) –**

Look... up on the wall!!

It's a deer!!

It's a novelty!!

No... it's-- ***Buck, The Animated Trophy™!!***



The boring, humdrum game room is no more. Sure, he looks like a mild-mannered taxidermied deer head—even up-close. But in a flash, he's talking! Singing! Yes, even *dancing!* Your room or office has never lived until it's seen *Buck*.

The Gemmy Industries Corporation has announced the creation of the next generation in animatronic wildlife: a wall-mounted deer head. Known by some to be “astounding”—by others to be “...the latest in modern novelty technology”—it will be known in retail stores simply as “Buck, The Animated Trophy™”. Like his predecessor, Billy Bass, Buck features a button on his base which causes him to spring to life and jump into song whenever pressed. However, Buck also sports some extras not to be found on a single fish hanging on any wall from here to Timbuktu. Buck's features include:

- A speech function, which allows Buck to actually speak to your guests and patrons, rather than simply serenading them;
- A remote control which operates Buck's movement, voice, and songs (great for giving a startle to unsuspecting passers-by;)
- A microphone, which allows you to become the voice of Buck, The Animated Trophy™. In this mode, Buck also moves his mouth to your words, and moves his head and ears randomly for a more realistic “conversation” appearance;
- Motion-activation, for automatic interaction.

Buck, The Animated Trophy™ also features six upbeat songs to entertain guests. He also tells a few tongue-in-cheek gags to introduce each tune. This is one gift that will go perfectly in your favorite area, whether it be in a rec-room, a game room, a bar or lounge, or even on an office wall. And besides the extras, Buck can help with karaoke parties, or even with amplifying voices for public speaking.

Truth, justice, and the American way?

Perhaps. But one thing is for certain: Buck is one-hundred percent... *super*.

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For the latest Gemmy-related news and commentary, as well as support and discussion, please visit [www.gemmy.com](http://www.gemmy.com).