



New WowWee Flyer Flutters to Store Shelves this Spring

FlyTech™ Butterfly Offers an Introduction to Flight for Novice Flyers

HONG KONG – March 17, 2008 – Just in time for spring, WowWee, an Optimal Group company (NASDAQ:OPMR), has announced the launch of FlyTech™ Butterfly, an elegant flying wonder designed for girls and butterfly lovers alike. Taking imaginative play to the skies, FlyTech Butterfly features graceful flight patterns found in nature and exquisite design and colors.

For both indoor and outdoor use, FlyTech Butterfly is an easy-to-use flyer featuring a simple charging, launching, and storage perch designed specifically for children's hands. Perfect for an introduction to flight, FlyTech Butterfly is constructed of colorful, light-weight, crash-resistant materials. A simple pull of the launch trigger will release the flyer into the air, allowing it to flutter and twirl using its dual wings. Connect the butterfly to its perch, and it will gently flap its wings to signify that it is charging.

WowWee's award-winning FlyTech line of aeronautical products launched in 2007 with FlyTech Dragonfly™, the world's first commercially available radio-controlled ornithopter and one of TIME Magazine's "Best Inventions of the Year" (2007). Featuring the same dual wing design, FlyTech Butterfly brings flight to the hands of a younger generation.

FlyTech Butterfly, which comes in pink or yellow color schemes, is available at Wal-Mart stores nationwide for the approximate retail price of \$24.99. The product will also be available in Mosquito and Moth designs for boys. FlyTech Butterfly is appropriate for ages 6 years and up and requires 3 "AAA" batteries (not included).

About WowWee

WowWee, an Optimal Group company, is a leading designer, developer, marketer and distributor of innovative hi-tech consumer robotic and entertainment products. The WowWee group of companies maintains operations in Hong Kong, La Jolla, California and Montreal, Quebec.

For more information, please visit the Company's web site at www.wowwee.com.

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