


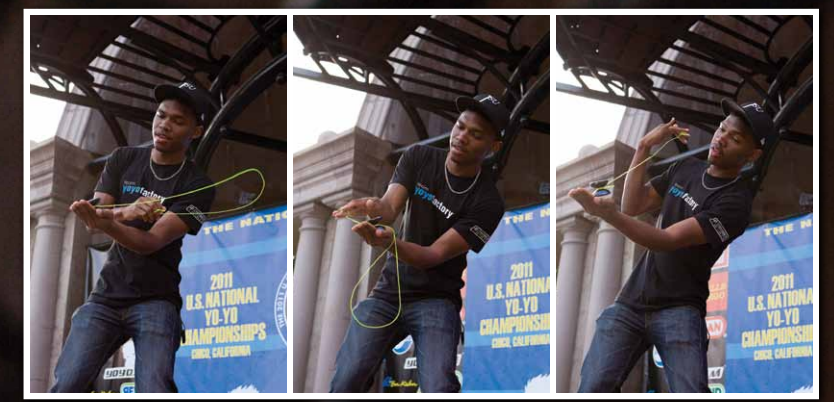
yoyofactory[®]

MODERN PERFORMANCE YO-YOS





CONGRATULATIONS TO 2011 USA
NATIONAL YO-YO CHAMPION,
HAROLD OWENS III 



THE COMPANY

International Yo-Yo Superstar, “YoHans,” had a dream, a mission – to engineer unique, patented technology that would actually make playing with Yo-Yos more fun. YoYoFactory® was born in 2003 with a focus on functional technology to improve the playing experience. Today, YoYoFactory® designs and manufactures the planet’s top-performing Yo-Yos for pros, champions, and record holders. It also makes the best Yo-Yos for kids on the corner trading tricks, players who know just enough moves to impress their friends, or even that uncle who “used to be a champion.” Whoever you are, YoYoFactory® has the Yo-Yo to suit your skill or style. The New #1 in Yo-Yos. Undeniable.

HANS VAN DAN ELZEN PRESIDENT

For over 20 years, Hans “YoHans” Van Dan Elzen has traveled the globe promoting Yo-Yoing, created revolutionary Yo-Yo technology, and left a legacy of quality Yo-Yos for future generations of Yo-Yoers.

Today, Hans continues to redefine the industry by conceptualizing and redesigning Yo-Yos – while also partnering with some of the largest toy companies on Earth – to bring YoYoFactory’s modern performance Yo-Yos to the masses.

BEN MCPHEE BRAND MANAGER/PRODUCT DEVELOPMENT

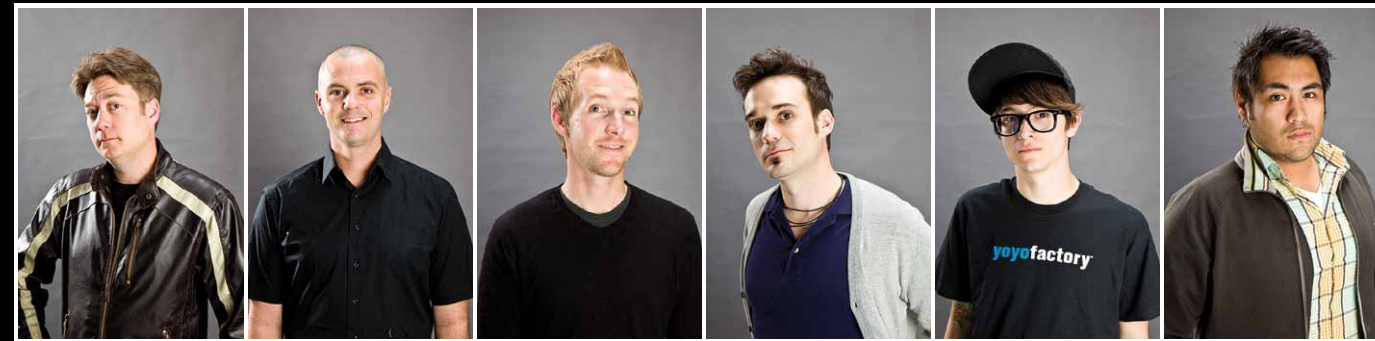
Ben’s passion for Yo-Yos goes way back to when he first witnessed a team of pro Yo-Yoers in his native land of Australia. At 18 years’ old, Ben was offered a trip to London, which turned into a trip to the USA, which turned into a ticket around the world to be a part of huge Yo-Yo performances and marketing campaigns. In more recent history, Ben teamed up with long-time friend, “YoHans,” to create YoYoFactory®. Today, he focuses on Brand and New Product Development.

PATRICK MITCHELL DIRECTOR OF SALES

As a native of Southern California, Patrick was swept up in the Yo-Yo craze that took over the west coast in the ‘90s. Since his early years of Yo-Yoing, Patrick has traveled the globe as a pro Yo-Yo demonstrator, placed 1st in State/Regional/National/World Yo-Yo competitions, and worked among the most influential individuals in the Yo-Yo scene. Today, Patrick works with YoYoFactory® as the Domestic and International Sales Director to bring YoYoFactory’s Yo-Yos to all of the world’s marketplaces.

JOHN HUBER GRAPHIC DESIGNER

From working at the Yo-Yo kiosk in his local mall to touring through Asia as a Yo-Yo professional, John Huber has been involved in Yo-Yoing for over half his life. After working on Yo-Yo promotions in Arizona through the end of the ‘90s Yo-Yo craze, John went back to school to follow



HANS VAN DAN ELZEN

BEN MCPHEE

PATRICK MITCHELL

JOHN HUBER

TYLER SEVERANCE

MIGUEL CORREA

another of his life’s passions: graphic design. After graduating and working various local graphic design jobs, John was contacted by long-time friends, Hans and Ben, to help them with some Company visual design. Today, John works as the head graphic designer for YoYoFactory®, creating every logo/package/graphic that you see on YoYoFactory® products.

TYLER SEVERANCE OPERATIONS MANAGER

A former World and National Yo-Yo Champion, Tyler Severance remains one

of the most competitive Yo-Yo Players on the circuit today. Originally from Wilmington, DE, Tyler currently oversees and manages the day-to-day operations behind Yo-Yo design and manufacturing at YoYoFactory®. As one of the highest skilled Yo-Yo players on our staff, Tyler also tests new products to ensure that they meet the requirements of a World Champion.

MIGUEL CORREA VIDEO MEDIA

Four-time USA National Champion,

Miguel “Miggy” Correa is a big name in the competitive Yo-Yo scene. After graduating with a degree in film, Miguel relocated from his home state of TX to Phoenix, AZ, to develop a video campaign that would bring the Yo-Yos, technology, and Players of YoYoFactory® to the masses. When Miggy isn’t out winning Yo-Yo competitions, he spends his days at YoYoFactory® filming, editing, and producing YoYoFactory® videos.





F.A.S.T.® 201

The Yo-Yo that started it all! F.A.S.T.® stands for Fully Active Starburst Technology®, which is the patented technology that makes the F.A.S.T.® 201 so amazing. When you throw a F.A.S.T.® 201, you notice that it's easy to throw, it spins fast, and it returns to

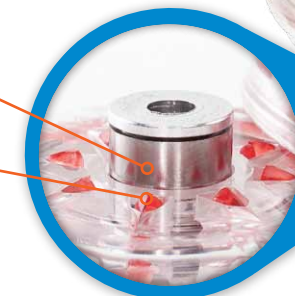
your hand with ease. With three levels of adjustable response, you can tune your 201 for beginner to intermediate tricks. The F.A.S.T.® 201 is virtually maintenance free and perfect for anyone learning to Yo-Yo for the first time!



COLORS MAY VARY

Ball Bearing

Fully Active Starburst Technology®





Replaceable Silicone Response Pads



Upgraded Ball Bearing Included



ONE™

The ONE™ offers a comfortable modern shape, a variety of colors to choose from, silicone response, ball bearing, and interchangeable caps. The best part about this Yo-Yo is that it comes packaged with two different bearings. The Half Spec™ slim bearing is perfect for learning to master the basics of Yo-Yoing. Switch

out the slim bearing for the upgraded SPEC™ bearing, and the ONE™ becomes a modern performance beast, capable of handling the toughest tricks in the game!



COLORS MAY VARY



WHIP™

A true game changer. The Whip™ brings modern Yo-Yoing to the masses. Large SPEC™ bearing, silicone pad response, unresponsive play, comfortable shape, and a textured grinding surface are all at an introductory Yo-Yo price. The best

part is that the Whip™ plays exactly how you would want it to: smooth, fast, and stable. For the price, there isn't a Yo-Yo on the market that comes even close to this level of performance.

Textured Grinding Surface

Large Competition Grade SPEC™ Bearing



COLORS MAY VARY





VELOCITY®

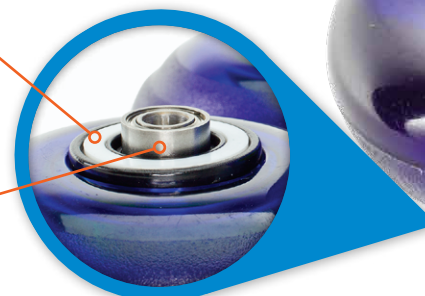
The Yo-Yo of the 21st century! The patented Velocity® is the first Yo-Yo of its kind. By turning the Adjust-O-Matic Dials™ on each side of the Yo-Yo, the Velocity® can be transformed from a classic up-and-down Yo-Yo into a modern bind-return one! With the dials turned down for classic performance, you can throw the Yo-Yo and tug it back to your hand with ease, which makes it easier to learn

the basics of Yo-Yoing. With the dials turned all the way up, the Velocity® is capable of doing the most difficult tricks you can throw at it. Combine the Adjust-O-Matic Dials™ with silicone pad response, add the high-quality SPECT™ bearing, and you have the Yo-Yo of the future available now!



COLORS MAY VARY

Adjust-O-Matic Dials™



SPECT™ Ball Bearing





GRIND MACHINE®

Next generation Yo-Yo performance. The patented Grind Machine® is the first nonmetal Yo-Yo to feature YoYoFactory's triple bearing Hubstack™ technology. Combine this with a modern shape, textured

grinding surface, silicone response, plastic weight rings, the large SPEC™ bearing, and you have one of the highest performing plastic Yo-Yos in the world!



Triple Bearing Hubstack™ Technology





PROTOSTAR™

In collaboration with 2008 World Yo-Yo Champion John Ando, YoYoFactory® set out to reach a pinnacle in Yo-Yo engineering: Make a plastic Yo-Yo that outplays almost every metal Yo-Yo on the market. The result exceeded every expectation we had. Compared to most metal Yo-Yos, the Protostar™ spins as long or longer, plays as

smooth, and costs less than half. With YoYoFactory's Center Trac™ bearing as a stock feature, the Protostar™ is competition-ready straight out of the box. Be warned that a few throws with this Yo-Yo may leave you reconsidering ever buying another metal Yo-Yo again.

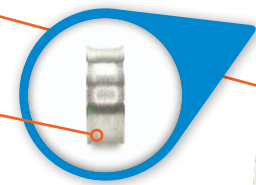


COLORS MAY VARY

Metal Weight Rings for Maximum Spin Time

Modern Angular Shape

Upgraded Center Trac™ Groove Bearing

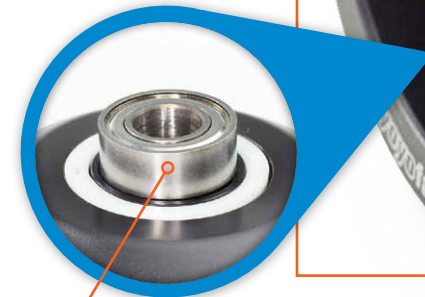




DV888™

The YoYoFactory® DV888™ is the result of a long-time mission: to make the world's best performing modern Yo-Yo at a price that almost anyone can afford. In order to accomplish this goal, YoYoFactory® transferred all of the revolutionary technology from our premium metal Yo-Yos into a very simple and comfortable design. The DV888™ is composed of high-grade 6061 aluminum for durable performance, a smooth anodized grinding surface, a large SPEC™ bearing, and the same silicone pad response system as our Premium Collection™ Yo-Yos. Whether it's your first metal Yo-Yo or your go-to Yo-Yo for the next major performance, the DV888™ will not disappoint!

Full Metal Construction



Large SPEC™ Ball Bearing



Textured Surface



COLORS MAY VARY



LOOP900™

The patent pending Loop900™ changes the way all modern Yo-Yo players will approach the looping style of Yo-Yoing. No more complicated modifications to your Yo-Yos. No more intense maintenance schedule. All the Loop900™ needs is a little bit of performance oil, a string; and

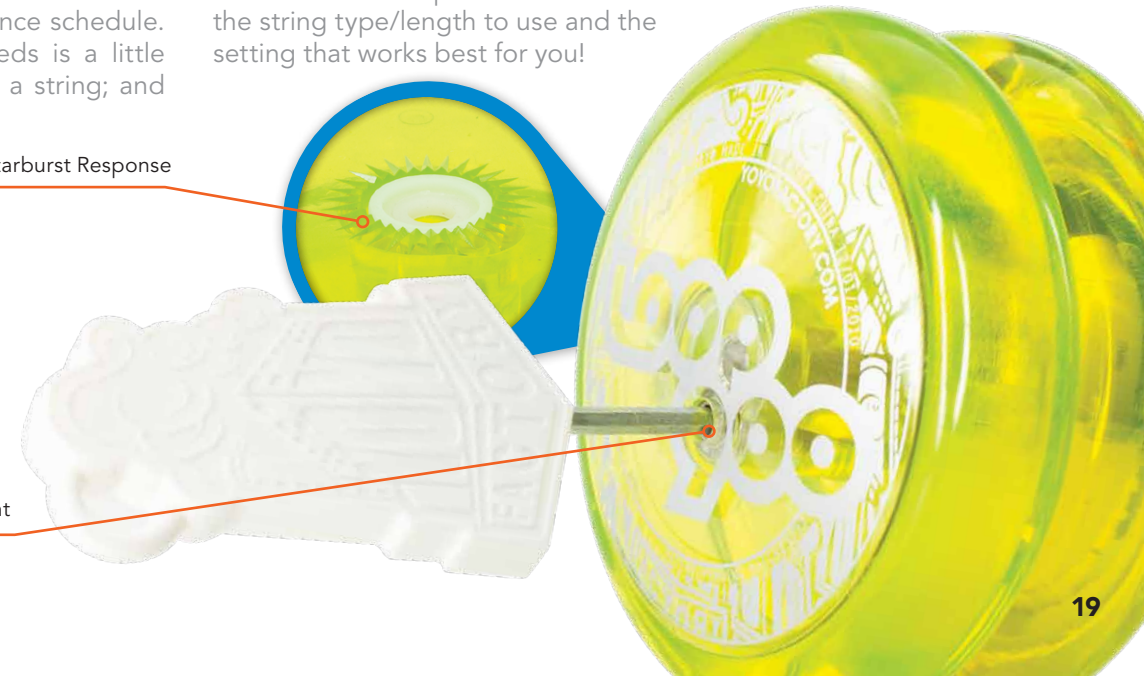
the YoYoFactory® adjustable “key” does the rest. With the Loop900™ adjustable key mechanism, you get to decide the responsiveness of the Yo-Yo with ultimate precision. Choose the string type/length to use and the setting that works best for you!



COLORS MAY VARY

StARBURST Response

Adjustment Mechanism for Precise Response Adjustment

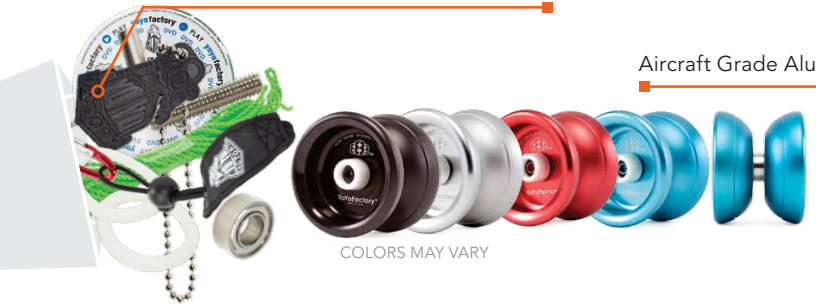




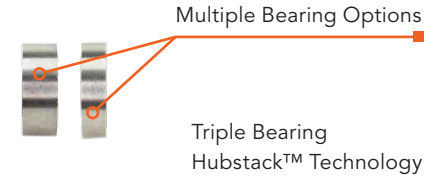
EIGHT8EIGHT™

The 888® marks the beginning of a metal Yo-Yo revolution. What makes it all work can be seen in the specifics: The patented 888® is machined with the same accuracy that is used in the aerospace industry; and the Yo-Yo spins so smoothly that you can barely feel it spinning at the end of the string! The undersized shape and the dual textured 6061 aluminum create a comfortable and smooth shape and surface. The large SPEC™ bearing and silicone response system

Packaged with Spare Bearing, Spare Axel, Replacements Strings, MultiTool, and DVD



enable the Yo-Yo to spin longer than many people ever imagined a Yo-Yo could spin for. To top it off, the 888® features YoYoFactory's triple bearing Hubstack™ technology, which enables the users to hold the Yo-Yo in their fingertips while it is spinning. The 888® stands alone as one of the best all-around modern Yo-Yos available.



Multiple Bearing Options

Triple Bearing Hubstack™ Technology

Dual Texture Finish

Aircraft Grade Aluminum Body





Superstar®

SUPERSTAR®

In one word: Stellar. The patented Superstar® is among the most successful competition Yo-Yos ever created and was used by YoYoFactory® team member, John Ando, to take the top spot at the 2008 World Yo-Yo Contest. What the Superstar® brings to the table is an extreme weight distribution that has

most of its weight focused far out on the rims for maximum stability. With the addition of YoYoFactory's triple bearing Hubstack™ technology, a large SPECT™ bearing, and slim silicone response, the Superstar® is the choice of the modern Yo-Yo player.



COLORS MAY VARY



Packaged with Spare Bearing, Spare Response Pads, and MultiTool

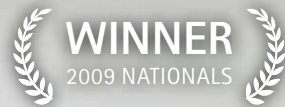
Weight Focused on the Rim for Maximum Stability

Triple Bearing Hubstack™ Technology

Large SPECT™ Bearing



GENESIS™



Directed by
MIGUEL CORREA

FROM THE MIND OF FOUR-TIME NATIONAL
CHAMPION COMES A TRUE MASTERPIECE
G E N E S I S™



GENESIS™

When Miguel Correa first started blueprinting his signature Genesis™ Yo-Yo, the idea was to make an incredibly stable, heavy, rim-weighted design. When the Genesis™ made its way to the USA National Yo-Yo contest and placed 1st in two divisions, we knew we had something BIG. The Genesis™ is designed with extreme rim weight, which keeps the Yo-Yo extremely stable but also nimble on the string. This is a serious competition Yo-Yo, and Miguel would accept nothing less.

Packaged With Spare Bearing,
Spare Response Pads, and MultiTool

Extreme Step Design for Stability

Large SPECT™ Ball Bearing



COLORS MAY VARY

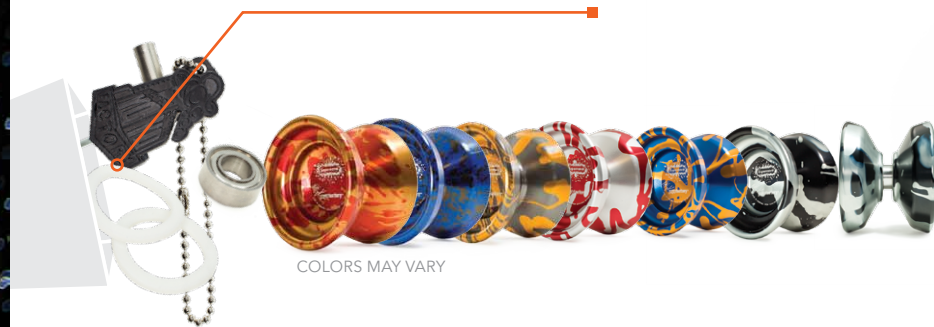


SUPERNOVA™

How specific can you get when trying to make the ultimate modern performance Yo-Yo? Just ask Tyler Severance. It took the World and National Champion over a year to perfect his design, but the culmination of his efforts is one of the best playing Yo-Yos available. For the Supernova™ Yo-Yo, Tyler decided to go with an entirely new body style, an extremely wide string

gap, and a completely redesigned weight distribution. The Supernova™ has been chosen by many of the world's top Yo-Yo Players as their choice for competition; and it is now available to anyone who is ready to take their Yo-Yoing to the next level.

Packaged With Spare Bearing,
Spare Response Pads, and MultiTool



COLORS MAY VARY

Modern Extreme
Wide Shape



Large SPECT™ Bearing

CENTER TRAC™ BEARING

The YoYoFactory® Center Trac™ upgrade bearing will take any large ball bearing Yo-Yo to a whole new level. This center grooved bearing is designed to keep the string centered on the bearing of the Yo-Yo in order to maximize spin times.



BELT CLIP YO-YO HOLDER

The easiest way to keep your Yo-Yo with you wherever you go! The YoYoFactory® Belt Clip Yo-Yo Holder keeps your Yo-Yo safely attached to your belt loop, backpack, key ring, or whatever else you take with you whenever, wherever.



MULTITOOL

The first compact tool of its kind, the YoYoFactory® MultiTool serves three very important purposes: 1) One side of the MultiTool offers a high-strength bearing removal tool, intended to remove even the toughest large bearings from your Yo-Yos. 2) On the opposite side of the MultiTool is a string cutter, which enables you to adjust and cut your string length with ease. 3) Protruding from the bottom of the MultiTool is a hex key that adjusts the Loop900™ string gap.



STRING

Having spare string on hand is an essential part of Yo-Yoing. YoYoFactory® offers two types of string: Classic 100% Cotton and Modern 100% Polyester. String comes in retail hanging packs of 5 or 10 strings and bulk packs of 100 or 1,000 pieces.



5 Strings



Bulk String

Replacement Bearings



Replacement Axles



Response Pads



Replacement Hubstacks



FOLLOW US



Most Liked Yo-Yo Company!



Most Followed Yo-Yo Company!

YouTube™: Most Viewed Yo-Yo Company!



RECORDS

Multiple World Records:

Most Yo-Yos spinning at once. Most tricks performed in a minute.

Largest functioning Yo-Yo (YoYoFactory® sponsored).

Longest spinning Yo-Yo (YoYoFactory® Buddah King™ 2).

TITLES

The YoYoFactory® Contest Team sponsors professional grade Yo-Yo players in 10+ countries, holding 5+ World and 10+ National titles over the past 4 years.



2011 MIA TO NYC TOUR

YoYoFactory® joined Tony Hawk and the Birdhouse Skate Team on a 10-city tour from MIA to NYC in the summer of 2011 to put on shows, contests, and hands-on lessons.



DISTRIBUTOR CONTACTS

USA

YoYoFactory®
281 N Roosevelt Ave
Suite 4-5
Chandler, AZ 85226
Sales: sales@yoyofactory.com
General: contact@yoyofactory.com
Fax: +1 480 753 3331

JAPAN

Bandai Co., Ltd
Tokyo

RUSSIA

Gyroscope
Moscow

CHINA

Fast Hands Development
Shen Zhen

HONG KONG

The Oriental Trading
Company (HK) Ltd
Wanchai

EUROPE

YoYoFactory® Europe
GmbH
Troisdorf, Germany

AUSTRALIA

YoYo Distribution
Sydney

YoYoFactory, F.A.S.T., Fully Active Starburst Technology, Velocity, Grind Machine, 888 and Superstar are registered trademarks of Rapid Plastics, Inc., an Arizona Corporation. ONE, Loop900, SPEC, Half Spec, Whip, Supernova, DV888, Adjust-O-Matic Dials, Protostar, Genesis, Hubstack, Center Trac, and Eight8Eight are all trademarks of Rapid Plastics, Inc.

U.S. Patents 6,599,165 and 6,887,122 apply to the F.A.S.T.® 201 yo-yo. U.S. Patent 7,192,330 applies to the Velocity® yo-yo. U.S. Patent 7,874,890 applies to the Grind Machine®, Superstar®, and 888® yo-yos.

YouTube is a trademark of Google, Inc.

Copyright 2012 Rapid Plastics, Inc. All rights reserved.

All images, logos, and copy are the property of Rapid Plastics, Inc. Not to be reproduced in whole or in part without written permission from Rapid Plastics, Inc.





are you
yoyofactory?[™]