



**Contact:** Carey Hart  
317.806.1900 x. 121  
[Carey@blastmedia.com](mailto:Carey@blastmedia.com)

## **DREAMAUTHENTICS CUSTOMIZED ARCADE CABINETS ANNOUNCES RETAIL PARTNERSHIP WITH FAO SCHWARZ**

*Toy Giant is First Retailer to Carry DreamAuthentic's Excalibur and Katana Cabinets,  
Giving Customers an Authentic Video Arcade Experience at Home*

**(INDIANAPOLIS, IN —September 22, 2007)** DreamAuthentic, a leading manufacturer of custom-built personal video arcade cabinets, announces the retail availability of the Excalibur and Katana personal arcade cabinets at FAO Schwarz Las Vegas. The leading specialty toy retailer is the first outlet to offer DreamAuthentic cabinets on-site.

"We're thrilled to make the jump into retail sales with the biggest name in specialty toys," said Rick Barretto, President and CEO of DreamAuthentic. "Our cabinets offer the ultimate arcade experience with complete customization, so it made perfect sense to showcase them at America's custom toy headquarters."

DreamAuthentic manufactures consumer arcade cabinets that are fully integrated and ready to play, featuring a PC-based game engine and over 200 classic arcade games. Completely customizable inside and out, each cabinet is built according to customer specifications. Owners can select their favorite art or graphics for the side of the cabinet, put their name in lights on the marquee above the monitor or even design their own button color scheme or layout. In addition to classic arcade games, all PC-based video games can be played. DreamAuthentic cabinets are compatible with XBOX and Playstation consoles and also play as DVDs and MP3 files.

The Excalibur is DreamAuthentic's most popular model. The upright cabinet features a 27" arcade monitor and accommodates two players. The Katana, DreamAuthentic's newest model is a smaller cabinet and is designed to sit on a table top. It features a 17" or 19" flat screen display and functions as a retro digital jukebox with classic jukebox-style buttons. Both the Excalibur and the Katana feature a two-speaker arcade audio system with subwoofer.

-more-



“Our customers have been asking about custom arcade cabinets for quite some time and we knew we needed to find a solution,” said David Niggli, President and Chief Merchandising Officer for FAO Schwarz. “After we saw the DreamAuthentics cabinets, we knew they fit the FAO Schwarz criteria for our store and our customer.”

The Excalibur retails for \$3,495 and the Katana retails for \$2,495. For additional information, custom bundle pricing and product specifications, visit [www.DreamAuthentics.com](http://www.DreamAuthentics.com) or call 800.789.8424.

**About DreamAuthentics**

DreamAuthentics is a leading manufacturer of custom built Personal Video Arcade cabinets that can play both classic and modern video games. DreamAuthentics arcade cabinets can be purchased at F.A.O. Schwarz or on their website at [www.DreamAuthentics.com](http://www.DreamAuthentics.com).

**About F.A.O. Schwarz**

Turning 145 years old this year, FAO Schwarz has enchanted generations of children and adults with its unparalleled selection of unique toys, unmatched customer service, and famous flagship store in Manhattan, which attracts more than 2.5 million visitors annually. One of the best-known brands in the United States, FAO Schwarz has evolved into a multi-channel retailer while still remaining true to the vision of founder Frederick August Otto Schwarz. Under the direction of CEO Ed Schmults, the company has launched a number of new initiatives that will make FAO Schwarz’s future as vital as its storied past.

###