



UNDER EMBARGO UNTIL 6:00AM PST SEPTEMBER 23, 2015

## **New Ways to Enjoy 3D Printed Minecraft Avatars in Feature Release from FabZat and Minetoys**

*Minecraft fans can now create USB flash drive avatars, customize the position of avatars and order 3D printed avatars 200% larger on the FabZat-powered Minetoys website.*

**Bordeaux and San Francisco – September 23, 2015** – FabZat and Minetoys today announced new features and capabilities that enable *Minecraft* players to customize and order 3D printed avatars. Over 70 million copies of the *Minecraft* game have been sold worldwide, which allows players to build constructions out of textured cubes in a 3D-generated world. Minetoys, a pioneer in custom avatar creation, has already enabled tens of thousands of fans on the web to transform their *Minecraft* avatar into a real toy with FabZat’s industry leading in-app 3D printing technologies. Starting today, players can explore new ways to customize and order a 3D printed *Minecraft* avatar to be shipped all around the world.

Build the most original *Minecraft* character with free-form positions. Each part of the avatar can be modified, and players can even freely model the avatar into the pose of their choice. Also starting today, fans can 3D print a *Minecraft* avatar with USB flash drive capabilities to store and share files. Minetoys allows *Minecraft* players to preview and 3D print their own avatar or avatars from *Minecraft* stars via FabZat. Additionally, players can build a collection of iconic and famous *Minecraft* players and customize them in unique ways. 3D printed avatars begin at only \$19.99 for a full color, high-detail & hand-finished unique piece and can be scaled up to 200% larger than the original size.

Florent Pitoun, FabZat CEO and co-founder, said: “We’re proud to offer break-through 3D printing technology and support for fans of the *Minecraft* global phenomenon. Our partners at Minetoys provide such a seamless customization experience for players as well, and we couldn’t be happier with the new features that we’re releasing today for fans worldwide.”

Mathieu Roth, Minetoys CEO, said: “Our customers have been clamoring for more ways to bring their *Minecraft* avatars to life. By working with FabZat for today’s release of new customization features, new USB products and scaling capabilities, we can now give fans even more and new ways to design and customize their 3D printed avatars.”

For more information about Minetoys, visit [www.minetoys.com](http://www.minetoys.com).

###

### **About FabZat**

FabZat generates new revenue for game developers and publishers, through merchandising and 3D printing. An industry pioneer, FabZat delivers the first in-app personalized merchandising turnkey service for video games, offering 3D printed figurines, t-shirts, posters, phone cases and more. With more than 15,000 delivered objects for games across 70+ countries, and a state-of-the-art plugin for iOS, Android, Unity and the Web, FabZat turns great games into great physical brands. For more information visit [www.fabzat.com](http://www.fabzat.com).

### **About Minetoys**

xxxx

### **Media Contacts:**

PR Contact, Minetoys

Florent Pitoun, FabZat CEO  
[media@fabzat.com](mailto:media@fabzat.com)

Kate Pietrelli for FabZat  
[kate.pietrelli@gmail.com](mailto:kate.pietrelli@gmail.com)  
760-518-2633