

eToys Inc. founder Toby Lenk offered position on etoy.CORPORATION board.

eToys Inc. <fmr.ETYS> - recently worth 9 billion dollars on NASDAQ - filed for bankruptcy <Chapter 11> today March 7th, 2001. Gramazio, President of the etoy.CORPORATION comments: "For young entrepreneurs like us this just marks the end of phase II (massive seed) in the process of turning the Internet into a reasonable market place. We still love the challenge of this business and the development of exciting playgrounds. Burning capital for twisted business plans is a good thing to do and "bricks-and-mortar" is just not the kick we are looking for. It's the groove that keeps us making culture and cash. Let's enjoy phase III! We do what we can do to keep the wheels turning. Sometimes even the other way around if it works better that way".

The etoy.CREW takes a respectful bow before eToys' corporate grave: "These guys went out to shake things up. Ok, their business plan needs to be scrapped and the way they tried to solve disputes was neither smart nor ethical. But business is hard and Mr. Lenk a young man. All he needs is better partners and to learn to play well with others", explains etoy's in-house Counsel Kubli.

"Money is like a false friend - As soon as you face trouble it leaves you. Today almost everybody can cause trouble without even leaving the house. That's not a bad thing. CEOs, lawyers and investors simply have to learn how to deal with this fact instead of wasting energy on old-fashioned power. Communicate before you take action and think twice about your enemies! They may be nicer than you think", said Internet scholar Dr. Grether from Constance University and founder of netzwissenschaft.de who closely followed the fundamental trademark dispute renowned as "TOYWAR". Mrs. Monorom, Executive Officer of the etoy.VENTURE-CAPITAL group adds: "The Porsche that is parked in your garage is connected to the life you live and the cash you burn to the friends and enemies you have. If YOU don't connect those things yourself etoy will do it for you. Whether you like it or not. The digital revolution goes on. Thousands spend every minute of their lives learning how to use their electronic toys to become players generating impact - to be part of the code of tomorrow".

Even Zai makes no bones about it: "Mr. Lenk, let's try and bury the hatchet. Now that you've lost your "s", why not come and play with us. As CEO of etoy, I personally invite you to join our board. Together we are an unrivalled team. Imagine! We could really rock the party".

Think about it. ARTISTS & BUSINESSMEN, tonight, as you all open your cold beers or a bottle of Chateau Mouton Rothschild 1989 from wine.com <no symbol>. It is the privilege of all who are able to read this message to think about the future of human culture. It's a real luxury to invest and lead. Bad business is like bad art: not worth your resources, boring and fading away fast.

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