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## **Atlantis Model Co. Unveils Giant Tyrannosaurus Rex Plastic Model Kit, First of "Prehistoric Scenes™ - The Classic Series" Lineup.**

### **Towering T-Rex will use Prehistoric Scenes™ series name - first time in 35 years!**

LONG ISLAND, NY, February 7, 2011 – Atlantis Model Company, manufacturer of classic plastic hobby kits, unleashes its gigantic Tyrannosaurus Rex kit this year. The kit is notable for its tremendous size - over 18" tall and 35" long when assembled - but even more so in that it will bear the original "Prehistoric Scenes™" trademark, not seen on a plastic hobby kit since 1975. The kit and the series name were originally introduced by the Aurora Plastics Corporation, a company that was the leader in plastic hobby kits in the 1960's and 1970's. The company was dissolved in 1977. Atlantis Model Co., having gained access to the original molds for the T-Rex kit, is reissuing the prehistoric titan in its original red-orange color and snap-together assembly presentation.

"We knew we wanted to make a big impression with this big kit," says Peter Vetri, president and co-founder of Atlantis Model Co. "While we are thrilled to utilize the original tooling for the long-lost Aurora kit, we still felt as if something was missing."

Vetri contacted the Dencomm company, present owner of the Prehistoric Scenes trademark, to see if the monster and the mark could be reunited. Although Dencomm has plans underway to take the original series forward beyond what Aurora had achieved, the two companies reached agreement to establish "Prehistoric Scenes - The Classic Series" for Atlantis' use.

"We're glad to see Atlantis is interested in the classic kits of the original series," says Dencomm president Dennis L. Prince, "and it made perfect sense that their new T-Rex kit should bear the original trademark. It's something that kit enthusiasts and collectors have been asking of us for several years. Thanks to Atlantis, that demand will be met."

Does this mean that there will be more classic Prehistoric Scenes kits coming from Atlantis?

"We're definitely considering more classic Prehistoric Scenes kits," confides Vetri, "but we need to take care of the T-Rex first. If it sells well and folks respond to the Prehistoric Scenes name, that would help us move forward with more classic kits."

## **About Atlantis Model Company**

Atlantis Model Company was founded in 2009 by Peter Vetri, Rick Delfavero and Andrew P. Yanchus. As a manufacturer of high quality injection molded plastic model kits, Atlantis has set its focus on a variety of classic kits, some thought to have been lost forever. Its *UFO Flying Saucer* kit hadn't been seen since 1954. Other classic kits from Atlantis include *Zorro* and the *White Stallion*. The company has also produced several new animal kits for its *Wild Nature Series*. Atlantis Models is based in Long Island, New York.