



## PRESS RELEASE

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## **Playroom's Largest New Product Offering Ushers in 10<sup>th</sup> Anniversary 15 New Games, Including 6 Killer Bunnies® Ultimate Odyssey™ Starters**

New York, NY – (February 8, 2010) – In the original, fast-paced game play styles that its products have been demonstrating over the last 10 years, Playroom Entertainment celebrates its anniversary by dealing out its largest and most aggressive new product line-up ever.

With 15 products already in place for production in 2010, and possibly more slated for later this year, Playroom Entertainment bounds into The American International Toy Fair (Booth 153) led by the expansion to its phenomenally successful Killer Bunnies® brand and Bright Idea Games™ lines.

Playroom will reveal its all-new Killer Bunnies® and the Ultimate Odyssey™ card game, as well as the Ultra Violet Booster to its Killer Bunnies® and the Journey to Jupiter™ board game. Saddle Up!™ and The Dog's Meow™ join the company's Bright Idea Games™ line. Four more characters have been added to the fairy tale foray through two new editions of Scary Tales™. A new dice version of last year's break-out card game hit, Ligretto®, a top 10 Game of the Year by Dr. Toy, rolls out; and Toy Fair will see the debut of new board and card games including The Magic Labyrinth™, Loco Motive™, Wild Horses™, Rock the Beat™, and Halli Galli®.

Dan Rowen, President of Playroom Entertainment, said, "For our 10<sup>th</sup> year, we're presenting our most elaborate and diverse assortment of games at Toy Fair. We've been able to develop and publish a high-quality line of different family style games, while successfully branding lines like our Bright Idea Games™ for the preschool and educational youth market, and Gateway Games as an introduction to euro-style strategy games. Our diversity of games has enabled us to expand our business to offer the best products that can appeal to almost any consumer."

For its all-new Killer Bunnies® and the Ultimate Odyssey™ card game (MSRP \$24 each, for 2-6 players ages 10 and up), Playroom looked to Killer Bunnies® creator and game designer Jeffrey Neil Bellinger to coordinate the development of, like other games in the Killer Bunnies® family, a non-collectible game that can offer variations through different color nick-named deck options. In Killer Bunnies Odyssey, six brand new starter decks (red, violet, blue, yellow, green, or orange) will allow players to construct a personalized deck with any of the cards of any deck. However, players can only play up to 60 cards in each game.

For its Killer Bunnies® and the Journey to Jupiter™ game, Playroom is publishing its second booster for the game. The new Ultra-Violet Booster contains three new sectors for the Jupiter board, 55 new cards, new ships, markers, dice and planets.

Under its Bright Idea Games™ umbrella, The Dog's Meow™ and Saddle Up!™ are new games that have also been designed as affordable (MSRP \$10) skills games for a 4-6 and up age group. The new games were created by Reinhard Staupe and illustrated by Oliver Freudenreich, the same team that gives all of the Bright Idea Games™ a consistent look and play value. Each game in the line helps to play to different skills sets through innovative themes and style elements.

Saddle Up!™ (for 2-6 players, ages 5 and up) is a game where you DON'T want to make a match. Each card has four objects, and players must place cards next to each other under one condition: a matching object or color cannot touch vertically, horizontally or diagonally! The first player who can correctly place the most cards wins the round! With multiple levels of play, the game is always different. In The Dog's Meow™ (for 2-6 players ages 6 and up) players need a quick reaction of backwards thinking! As cards are flipped over, players follow the directions by doing the exact opposite of what the card says. The winner is the first player who can shout out the correct answer by going through all directions backwards to collect the most points.

"Our Bright Idea Games™ line has been extremely well received by retailers and embraced by parents and educators, as well as children," Rowen said. "We are constantly adding titles that encourage important age-appropriate child development abilities, while having fun."

Other products in the Bright Idea Games™ line include Playroom's best-selling Sherlock™ (and specially packaged Sherlock™ Deluxe (\$15)), Trading Faces™, Catch the Match™, Pick A Paint™, Time After Time™, M is for Mouse™, Number Chase™, Hop to It™, Right Turn, Left Turn™, Monkey Memory™, Gopher It!™, and Papa Bear™.

Putting a twist on some classic fairy tale characters and storylines last year, Playroom published the first two of Reiner Knizia's Scary Tales™ card games (MSRP \$15 each, ages 13 and up) with the battles of *Little Red Riding Hood vs. Pinocchio* and *Snow White vs. The Giant*. This year, Prince Charming, Hansel (of Hansel and Gretel), The Big Bad Wolf and Cinderella join the battle. Each Scary Tales game contains two classic fairy tale characters: *Prince Charming vs. Hansel* and *The Big Bad Wolf vs. Cinderella*. However, players can choose any character from any of the Scary Tales match-ups to challenge any another character, or join a group to play against more than one character at once. For example in a battle of princess supremacy, Snow White can challenge Cinderella, or for a larger epic onslaught, The Giant, Prince Charming, The Big Bad Wolf and Pinocchio can all pit forces against one another at once.

Ligretto® Dice (MSRP \$15 for ages 8 and up) is a new version that joins the Ligretto® card game, which has sold over 5 million units worldwide. In the dice version, all players roll at the same time and quickly try to place them on the game board matching the number rolled. The challenge is that players must place a die in the row of the same color, and dice can be placed only in ascending order. The first player to get rid of all of his dice wins the round.

The assortment of other Playroom games are:

Claim to Fame™ (MSRP \$25 for teens and adults) and a Claim to Fame™ travel edition (MSRP \$6) is a fun-filled party game that combines charades, drawing and verbal clues in a fast-paced competition with a theme no one can resist: famous people! You have to get your team to yell out five facts about the celebrity on the back of the card. Will you do charades, draw or give verbal clues? You may just be able to use all three. The hard part is you only have 60 seconds to pull off all five!

In Loco Motive™ (MSRP \$15 for 4-8 players ages 8 and up) players form two-player teams. One player of the team portrays six tourists, trying to find their correct seats on a train. The other player is the train conductor, who must tell the tourists where to sit. The problem is that the train conductor speaks a different language! Each team gets a set of cards with silly words in a different language (Japanese, Hawaiian, Swedish, Swahili or German) that correspond to the six different tourists. The conductor may ONLY use these words and three simple hand movements to direct the teammate into putting the tourists in the correct order. The first conductor to guide the tourists correctly wins the game! (designed by Walter Obert)

Halli Galli® (MSRP \$20 for 2-6 players ages 8 and up) is a speed action game in which players watch for sets of exactly five of the same fruit. Players flip over one card at a time in front of them. As each player reveals the next card, the instant you see a total of five of one kind of fruit on the table, hit the bell! If you're correct, you get to put all the played cards into your deck. Don't be too eager to ring the bell, though, because if you're wrong, you have to pay the others one card each. The goal is to get as many cards as possible. (designed by Haim Shafir)

Get ready to start clapping Boom-Boom-Clap, Boom-Boom-Clap in Rock the Beat™ (MSRP \$15, for 4-12 players ages 10 and up). The familiar beat becomes the landscape for a new outrageously funny party game in which each player is assigned a unique hand symbol. To play, all players start the Boom-Boom-Clap beat and if an opponent makes your symbol instead of the clap in the beat, you must respond with your own symbol and then one of another player. It may sound easy, but when players start rockin' out with multiple symbols and the laughter starts, it might get more difficult to catch your opponents making your symbol. (designed by Gabriel Ecoutin)

In The Magic Labyrinth™ (MSRP \$30 for 2-4 players ages 6 and up) it seems that the apprentices to the Master Wizard has accidentally lost some objects in The Magic Labyrinth™! Now, it's your job to collect them before the Master notices that they are missing. However, in this magical maze with invisible walls that may force you to start all over again, you need to collect as many of the lost objects as you can. Sharpen your memory and show your skill as you navigate the maze and win the Master Wizard's favor! (designed by Dirk Baumann)

For Wild Horses™ (MSRP \$12 for 2-4 players ages 6 and up) you may never have seen horses with colors like these, but your goal will be to round up as many of them as possible by rolling the two multi-colored dice and grabbing the horse with the matching coat before your opponents. Be the first to grab the correct horse and you score a point. It will take fast hands and sharp eyes for this game, so get ready to lasso up some showy stallions and rack up the points to win the game! (designed by Reiner Knizia)

Playroom Entertainment, based in North Hollywood, California, is a leading marketer of original board games and card games. The company was founded in 2000 on a commitment to produce high-quality games from the best designers in the world and bring them into homes for families to enjoy together. Led by the phenomenal success of its Killer Bunnies® and the Quest for the Magic Carrot™ card game series, Playroom Entertainment currently boasts

an award-winning line-up of over 50 products that have been individually honored and brand recognized. In addition to its Bright Idea Games™ line, Playroom also offers strategy board games, family games, card games and original dice games. Playroom's wide range of games are sold at specialty toy, game, gift, educational and book retailers nationwide. For more information on Playroom Entertainment products, call 866-999-9654 or visit [www.PlayroomEnt.com](http://www.PlayroomEnt.com).

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