

Media Contact:
Matt Molen
(425) 289-0858
matt@simplyfun.com



Got Canine Fever?

With so much talk about dogs, pet lovers are finding fun and games inspired by their wet-nose companions

BELLEVUE, WA – February 8, 2006 – Canine fever is spreading fast this month. February welcomes a parade of celebrations in honor of Chinese New Year 2006 as the “Year of the Dog”. And 165 breeds and varieties will be judged in seven different groups at the 130th Westminster Kennel Club Dog Show as the top dog show of dog shows gets ready to take place on February 13-14, 2006. While well-heeled guests, trainers and owners prepare for the two day event in the big ring, SimplyFun™, a party plan company promoting everyday fun and play, has hundreds of Consultants ready to show off two hours of pocket-sized canine entertainment, in the privacy of your own living room.

SimplyFun’s original, multi-award winning game Walk the Dogs™, unleashes seven breeds of 63 miniature canines that combine strategy, and a little luck, for anyone to play. “Walk the Dogs is a light strategy game that is both simple to learn and fun to play,” said Gail DeGiulio, co-founder of SimplyFun. “You can even bring along Digger™, a full body plush animal and hand puppet in one, inspired from the game’s original artwork. Digger promotes companionship and creativity whether being played with Walk the Dogs or by itself. And best of all, he comes fully trained.”

Walk the Dogs has received numerous awards for game play excellence including Major Fun Family Award, GAMES Magazine Family Game Award and the National Parenting Center Seal of Approval. “Walk the Dogs is probably one of the most beautiful, most playable, and most original family games on the market”, says Major Fun.

“Walk the Dogs won best in show with kids and grown ups alike” according to FamilyFun Magazine, which highlights the game in its March 2006 “ Eight New Games You Have to Try” feature article.

Walk the Dogs™

Features 63 miniature dogs that players collect from the front or back of a long line by drawing and playing cards. But, players must beware of the dog catcher who may steal some of their favorite dogs. To win, collect five of the same breed in a row, or have the most dog points in

your own line. So, grab a leash and get ready to Walk the Dogs!

Price: \$32

Players: 2-5

Ages: 8+

Digger™

Take a walk in the park with your newest SimplyFun Buddy, Digger. Straight from the artwork featured in the award-winning game, Walk the Dogs, Digger is a full bodied, soft plush animal and puppet in one. Completely trained, Digger will bring joy, lots of love, and fun for years to come.

Price: \$28

Ages: 4+

Walk the Dogs™ and Digger are available exclusively through a SimplyFun Consultant, at a SimplyFun hosted in-home party or online at a Consultant's website. As an independent business owner, a SimplyFun Consultant celebrates the fun of life by hosting home parties where guests can play and purchase their new favorite original games, puzzles, puppets and more.

To learn more about where to purchase Walk the Dogs and Digger, or earn them for free just by hosting a SimplyFun party, go to SimplyFun's website at www.simplyfun.com, or call 1-877-557-7767.

About SimplyFun

Based in Bellevue, Wash., SimplyFun is a party-plan direct sales company offering original card, board and party games as well as entertainment products for the entire family. The company's mission is to promote the importance of play to create lifelong memories and enhance the quality of people's lives, by providing games and other play products that are simple to learn and fun to play. SimplyFun's products are sold exclusively through a nationwide network of independent consultants. SimplyFun is a pending member of the Direct Selling Association.

SimplyFun, FunMemories, Simple to Learn, Fun to Play, Liebrary, Ooga!, Drive, Somethin' Fishy, Aargh!, Crazy Ates, Peace, Chums, Royal Toads, Linkity, Tunebaya, Walk the Dogs, Bringing Down the House, Zing!, Plect, Handy, Pop Belly, Eye to Eye, Texas Roll'em, Eye to Eye, Jr., In10sity, Chess on the Loose, Take Your Pick, Hello Friends!, Digger, Tibbar and SimplyFun Buddies are all trademarks of SimplyFun, LLC. All other trademarks and registered trademarks are the property of their respective owners and are used for identification or reference purposes only, with no intent to infringe on copyrights.

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