



**For Immediate Release**

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**SIMPLYFUN OPENS THE BOOK ON *LIEBRARY*<sup>™</sup>,**

**THE BOARD GAME OF BLUFFING AND FIRST LINES OF BOOKS**

**CREATED BY ACTRESS DARYL HANNAH AND HILARY SHEPARD**

*Bellevue, WA* (October 3, 2005) – SimplyFun ([www.SimplyFun.com](http://www.SimplyFun.com)), a direct-selling “party plan” company that markets games and other products that promote the importance of play and interaction between friends and family members, announces LIEbrary, created by popular film star Daryl Hannah (*Kill Bill*, *Splash*, *Steel Magnolias*, *Blade Runner*) and longtime best friend and fellow actress Hilary Shepard (*Power Rangers*, *Star Trek: Deep Space Nine*). Available now, the beautifully packaged board game, with the look of a vintage coffee table book, stimulates humor, imagination and creative thinking – making it an intriguing pastime for people from 12 years old to 112! LIEbrary is the latest addition to SimplyFun’s collection of fun-to-play simple-to-learn board, card, party games and puzzles that are sold to consumers at in-home parties exclusively by the company’s network of consultants.

The object of LIEbrary is to bluff other players by composing the most convincing first line and/or to correctly identify the real first line from one of 350 books that is in play. Gameplay begins when the designated “LIEbrarian” selects a LIEbrary card containing a renowned book’s title, author, and brief plot summary, and reads the information to the group. Each player then writes a plausible-sounding first line for the book. (Knowledge of the title or author is a plus, but not a necessity at all!) The LIEbrarian then collects and reads all the invented lines out loud, as well as the actual one, and players cast their votes for what they believe the REAL first line to be. Points are won both for guessing the correct line – and fooling the other players if they vote for yours!

With guaranteed appeal to readers and non-readers alike, the genres in LIEbrary include Classics, Romance, Children’s, Fiction/Non-Fiction, and Mystery/Sci-Fi/Horror – from Wuthering Heights to Dr. Seuss. As with all of SimplyFun’s titles, the rules are easy to learn, and an entire game can be completed in as little as 30 minutes – or repeated several times over the course of an afternoon or evening.



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Daryl Hannah and her longtime best friend and fellow actress, Hilary Shepard created LIEbrary based on their favorite old parlor game and honed it into a board game over many years of weekly game nights. "We knew we had a hit when LIEbrary regularly became the only game everyone wanted to play," said Hannah. "Everyone from avid readers to people who don't read often have enjoyed this game," adds Shepard.

"SimplyFun's belief is that games have the power to bring people together to create lifelong memories," said Gail DeGiulio, CEO and cofounder. "Daryl and Hilary have created a terrific game with LIEbrary, which has broad appeal. I know LIEbrary will be providing hours of fun to families, friends, and book clubs across the U.S. for years to come.

LIEbrary may be played by up to six people. The game's elegant packaging resembles a classic, leather-bound, collector's edition book, which is perfect for display in family and living rooms. Game elements include: the game board, 350 book cards, 10 special draw "LIEbrary" cards, six player pawns, a category die, answer sheets, pencils and a two-minute timer.

LIEbrary is available nationwide in fall 2005. It can be played or purchased at a SimplyFun home party or through a consultant's web site; by calling 1.877.557.7767, or by visiting [www.simplyfun.com](http://www.simplyfun.com). LIEbrary is priced at \$48.00 retail.

### **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. For more information on SimplyFun, its products or becoming a consultant, visit [www.simplyfun.com](http://www.simplyfun.com) or call 1.877.557.7767.

*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, Liebrary, Eye to Eye, Texas Roll'em and Eye to Eye, Jr. 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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