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SimplyFun Games Win National Parenting Center Seal of Approval

BELLEVUE, Wash. — **August 22, 2005** – **SimplyFun™**, a direct-selling, party-plan company, has been awarded the prestigious National Parenting Center Seal of Approval for three of its popular family games, *Aargh!*™, *Ooga!*™ and *Walk the Dogs*™.

Launched in early 2005, SimplyFun has been gaining popularity nationwide with their high quality original games and products and mission to promote the importance of play. The games, which are designed for players of all ages, are distinctive for being both fun and easy to learn and are constructed to last through years of memorable enjoyment.

"We are thrilled that the *National Parenting Center* has recognized the quality of SimplyFun games for families," said Gail DeGiulio, CEO and cofounder of SimplyFun. "It really validates our efforts to promote the importance of play with friends and family in this era of demanding and busy family lifestyles. Playing games can bring families together."

The reviews have been enthusiastic, with *Walk the Dogs*™ receiving such comments as, "Our testers consistently told us that they were surprised at how fun and challenging the game was for the whole family. The concept is well thought out and the game play moves along at a nice pace. Using a great design in addition to the terrific game just seals the deal."

The parent testers of *Aargh!*™ were won over by the "unique twist including great graphics, sturdy design and a really cool name." The testers also deemed *Ooga!*™ "hilarious fun as arms and <suction cup> spears frantically fly over the playing field."

The independent National Parenting Center's Seal of Approval has been in existence for over fifteen years, identifying the finest family-oriented products and services. It serves as an adjunct to the National Parenting Center, which was founded to offer parenting tips by some of the world's most respected authorities in the field of child rearing and development.

The Seal of Approval is awarded to products that have met high standards for quality and desirability after being submitting to a rigorous multi-step eight-week process involving parents, educators, and children.

Aargh!™, *Ooga!*™ and *Walk the Dogs*™ are part of a collection of over twenty SimplyFun games that are intended for a range of ages, from three and up.

All SimplyFun games and puzzles can be played and purchased through its nationwide sales force of independent consultants, at a SimplyFun home party or through a consultant's web site by calling 1-877-557-7767 or visiting www.simplyfun.com.

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 by providing games 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 or call 1.877.557.7767.

SimplyFun, FunMemories, Simple to Learn, Fun to Play, 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 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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