

For Immediate Release

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SIMPLYFUN™ INTRODUCES TWO NEW PARTY GAMES AND LINE OF PUZZLES
New Offerings Promote Play for Grown-Ups

Bellevue, WA (October 3, 2005) – **SimplyFun™** (www.simplyfun.com), a direct-selling, party-plan company based in Bellevue, Washington, announced today the addition of two new games and a new line of jigsaw puzzles in collectible tins to their collection of original card, board and party games for ages 10 and up.

Just in time for the holiday gift giving season, SimplyFun's new offerings include party games Liebrary™ and Texas Roll'em™, as well as a series of puzzles with themes ranging from dinosaurs, horses, United States state flags, baseball, endangered species and golf. Puzzles come in 100 or 500 pieces.

"Play is for all ages, not just children," said Gail DeGiulio, CEO and cofounder. "It is as much a vital part of the lives of grown-ups as it is for children because it helps us relax and recharge. These games and puzzles are ideal products in helping adults to have fun while creating special memories with loved ones as they play together."

Liebrary™ Designed by actresses Daryl Hannah and Hilary Shepard, this beautifully packaged board game, with the look of a vintage coffee table book, stimulates humor, imagination and creative thinking. Each player hears the title and description of a book and must create a convincing first line to fool other players into believing it to be the real first line. Points are scored by guessing the correct first line and convincing others to vote for your invented line. Ages 12 and up. \$48

Texas Roll'em™ Bring your best poker face to the table for Texas Roll'em – the dice game of bidding and bluffing that'll have everyone hooting and hollering! Roll your four dice and keep them secret under your cup. Take a peek and see what you rolled and get ready to make a bid or call someone's bluff. Keep in mind that the community dice (Flop, Turn and River) will be added to the bid. Be the one with the most chips at the end of the game to win. Ages 10 and up. \$36.

Jigsaw Puzzles Complete a puzzle on your own, or bond together as a family on a rainy day or cold weekend. Stimulating and lasting, any time is a good time for a puzzle.

500 Piece Puzzles

- Baseball Across America
- Endangered Species
- Horse Breeds
- Famous Golf Courses

Each is \$18.

100 Piece Puzzles

- Dinosaurs
- U.S. State Flags

Each is \$14.

Other SimplyFun games for grown-ups include Eye to Eye™, Zing!™, Tunebaya™, Plect™, Oh Pharaoh™ and Spy™. Additionally, SimplyFun has a full line of games for families of all ages

and games specially created for children ages 3-6.

Liebrary, Texas Roll'em and the jigsaw puzzles are available nationwide now. All SimplyFun products can be played, previewed 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.

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 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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