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SimplyFun Debuts Newest Games and Puzzles; Offering includes Family Games and Expands into Preschool Market

BELLEVUE, Wash. — May 23, 2005 – From hunting dinosaurs with suction-cup spears to assembling the ultimate vintage car collection, SimplyFun™, a party-plan, company offering original card, board and party games today expanded its product offering with 12 new puzzles, three new family games and a new line of five games for ages 3 and up.

“SimplyFun’s mission is to promote the importance of play to create lifelong memories. With the addition of our preschool line, we have a full selection of simple to learn and fun to play games and puzzles for people of any age,” said Gail DeGiulio, co-founder and chief executive officer for SimplyFun.

SimplyFun’s newest party, board and card games includes:

- Drive™** Step on the gas and make the right maneuvers to build the ultimate vintage automobile collection. Players draw and discard cards to collect valuable sets of cars. But keep an eye on the road because if someone plays a greater set of the same cars, your cars are discarded. The player with the most points is the winner. Great for two players. 8 and up. \$22.
- Ooga!™** *Me hungry, bring food.* Get ready for a prehistoric banquet with Ooga! Players hunt dinosaur tiles with suction-cup spears for their daily feast. Menu cards tell players which dinosaurs to hunt. Toss the dino bones and collect the most menu cards to earn the honor of being Supreme Tribal Chief. 6 and up. \$27.
- Somethin’ Fishy™** Anglers take turns casting their lines to catch fish. The longer a player’s string of fishes, the more points they can score. Players must choose between reeling in their catch to save them or risk being eaten by a hungry shark. The player with the most fish at the end of the game wins. 6 and up. \$19.
- Aargh!™** Young buccaneers go for the gold in this game of treasure matching using memory, logic and counting skills. Mates must stay clear of the



skull and crossbones or their precious gold will be taken away. The person with the most gold at the end wins! Ages 3 and up. \$22.

Crazy Ates™

Tacos, spaghetti and steak with ice cream. Lay down cards that match either the tasty foods or cool colors. No matching card? Play a wild crazy #8 and name a new color! With a bit of strategy and a pinch of luck, the first player to get rid of their cards wins. Ages 3 and up. \$9.50.

Chums™

Fish love to be with their friends in this card game! Can you bring all the Chums back together? Ask others for cards by number or go fishing to try and catch a pair of matching Chums. The player with the most pairs at the end of the game wins. Ages 3 and up. \$9.50.

Peace™

Kindness does matter when playing the Peace card game. Players turn over cards from their decks at the same time. The players with the highest "friendly" card must give it to the player with the lowest "mean" card. The player who gives way all their cards first is truly the most peaceful and the real winner in life. Ages 3 and up. \$9.50.

Royal Toad™

In the Royal Toad card game, Prince and Princess cards are chosen from each player's hand to find their noble matches. The player who holds on to the Royal Toad card before it "hops" off is the winner! Ages 3 and up. \$9.50.

SimplyFun introduces its puzzle line with six 3-D wood model puzzles, two giant floor puzzles and four wood puzzles. These puzzles range from beginner to advanced, and can be played by preschoolers to grandparents. "Puzzles are the perfect multi-generational activity," said DeGiulio. "With the addition of our puzzle line, our consultants and customers have a full age range of game and puzzle for everyone," said DeGiulio.

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 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 sales force 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, 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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(Editor's Note: To request a review copy or to schedule an interview with a SimplyFun co-founder, please contact Pam Miller at 425.450.9965 or Matt Molen at 1.877.557.7767 or matt@simplyfun.com.)