



For Immediate Release

Contact: Matt Molen
SimplyFun
mmolen@simplyfun.com
425-289-0858 ext 307

SimplyFun™ Introduces Simply Catan®
Company releases introductory version of classic family strategy game

Bellevue, WA (July 25, 2006) – - SimplyFun™ (www.simplyfun.com) announced the release of its first family strategy board game, Simply Catan. Based on the award-winning classic game *The Settlers of Catan*®, which has sold over 12 million copies worldwide, Simply Catan is a beginner's version designed to introduce families to the international favorite.

In Simply Catan, players collect, barter and trade resources provided by the land - wood, brick, wheat, wool and ore – to build roads, settlements and cities. Rules of play and scoring have been simplified to allow for quick set up in less than five minutes, and game play lasts approximately 30 minutes. Simply Catan also contains advanced play rules and components for players who have mastered the introductory version.

In Simply Catan, families and friends are always involved in the game play, interacting through clever trading, lively negotiation, and the luck of the dice which adds to the fun and enjoyment.

Simply Catan was created exclusively for SimplyFun by renowned game designer Klaus Teuber who has won the prestigious German Game of the Year award four times. The classic game, *The Settlers of Catan*, is considered by many game players around the world to be the best strategy game ever created.

“SimplyFun has the vision, unique distribution channel and management team to bring family game play in the United States to a whole new level”, said Teuber. “I believe Simply Catan has the potential to be the new hit U.S. family strategy game for years to come.”

SimplyFun products are offered exclusively by independent business owners, called Consultants, who demonstrate and sell original games/family entertainment products at home parties, online at a Consultant's personal ecommerce website, and at school fundraisers.

“What more natural setting to experience Simply Catan than in the comfort of one's own home at a SimplyFun party,” said Gail DeGiulio, CEO and cofounder of SimplyFun. “We are thrilled to represent a game designer of Mr. Teuber's caliber and offer what we believe will be the very best family strategy board game ever.”

About SimplyFun

Based in Bellevue, Wash., SimplyFun is a direct selling, party plan company offering the very best, original, award winning, family entertainment products that you can enjoy face-to-face with the people you care most about. The company's mission is to promote the importance of play to create lifelong memories and enhance the quality people's lives. SimplyFun's products are sold exclusively through a nationwide network of independent consultants at home parties, online and fundraising events. SimplyFun is an active 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.

###