



For Immediate Release

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SimplyFun™ Introduces Sudoku Challenge™ and Zoodoku™

Company launches two unique board games based on the popular Sudoku puzzle

Bellevue, WA (August 1, 2006) - SimplyFun™ (www.simplyfun.com) announced the release of Sudoku Challenge™, a unique new board game based on the rules of the popular logic puzzle Sudoku. Two games in one, Sudoku Challenge includes an adult version of the game along with a version for younger players called Zoodoku™.

In Sudoku Challenge, two to four players take turns placing tiles so that each column, row and grid includes the numbers one through nine - but only once each. Players score points each turn by strategically placing tiles on the board without breaking the Sudoku rules.

Flip the game board and play Zoodoku, the perfect introduction to Sudoku Challenge for players ages 6 and up. Featuring colorful animal tiles native to Japan, children take turns choosing a tile and placing it on the board to score points. Zoodoku promotes critical thinking, reasoning, beginning math and problem solving skills.

Sudoku Challenge and Zoodoku were created exclusively for SimplyFun by Dr. Reiner Knizia, who has designed more than 200 published games and authored several books on game play. He currently has seven games on the USA Games 100 list and he is the recipient of numerous design awards. Dr. Knizia has a PhD in Mathematics and Physics from the University of Ulm in Germany.

“In Europe, tabletop games are considered to be a mainstream form of entertainment, preferred by both families and friends,” said Knizia. “Having a personal game expert come to your home is a brilliant way to introduce quality family game entertainment to American households.”

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.

“Dr. Knizia is arguably one of the world’s most prolific and respected game designers,” said Gail DeGiulio, Chief Funster and co-founder of SimplyFun. “His unique style of game design perfectly fits the SimplyFun mission to help parents unplug their kids from the TV and reconnect with them through quality game play.”

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.

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