



Contact:
Janet Prensky, AIGNER ASSOCIATES 617.254.9500
Jason Schneider, GAMEWRIGHT 617.924.6006

For Immediate Release

GAMEWRIGHT CELEBRATES ITS TENTH ANNIVERSARY IN 2004 WITH TEN NEW GAMES DESIGNED FOR THE KID IN ALL OF US!

Watertown, MA – For the past decade, the heart and soul of GAMEWRIGHT has been its commitment to providing fun-filled enrichment and inspiration for children and families everywhere. 2004 marks the tenth anniversary of this award-winning Massachusetts-based game company and to commemorate this milestone, Gamewright has created TEN new games in time for Toy Fair, including a new line of dice games, two new games within the company's Twelve-Minute Game line and a new party game because everyone loves to party!

This year's games for the young and the young at heart are:

Slamwich - 10th Anniversary Collector's Edition

The game that started it all – with all new cards in a special collectable lunch box tin! Flip and stack this clever loaf of cards to build slamwiches and double deckers. Tomato, cheese, tomato... slap! Get there first and win the pile. But watch out -- you'll have to catch thieves and stop munchers from stealing the stack of cards. When you're out of cards, you're out of the game. The first player to collect all the cards wins.

Suggested Retail: \$11.99 2-6 players • Ages 6 and Up

Big Top - The Hide and Seek Circus Card Game

It's show time at the most colorful circus on Earth. But every time an act is about to start, one of the performers is suddenly missing! Help the Ringmaster find which animal and which color is missing from each scene and you collect a card. The player with the most cards at the end of the game is the star of the show!

Suggested Retail: \$9.99 2 - 8 players • ages 4 and up

Space Race - The Super Speedy Dice Game

Start your rocket engines for this wild and frenzied dice game that plays at the speed of light! Race against your opponents to roll four of a kind, then grab a space token before they all disappear. The last player left in the game wins. For double the fun, turn off the lights and play in the dark for an all out glow-in-the-dark space race!

Suggested Retail: \$12.99 2-4 players • ages 6 and up

There's a Moose in the House - A Very Silly Card Game

Eeek! There's a moose loose in the kitchen... and another in the bathroom! In this silly matching card game, the goal is to keep moose out of your house, while at the same time giving them to your opponents. Use a door to close off empty rooms or if you're lucky, plant a moose trap to keep those loveable but uninvited visitors away! The player with the fewest moose wins.

Suggested Retail: \$9.99 2-5 players • ages 8 and up

Kit & Caboodle - The Dice Game of Sets and Science

Explore the possibilities! Roll the dice and create sets using images from the world of science and nature. Did you roll a mammal, reptile, or insect? It all depends on how you classify it. Figure out which set is worth the most points, then mark your score pad. The player with the highest score wins. Loosen up your mind, flex your creativity, and go for the whole Kit & Caboodle!

Suggested Retail: \$11.99 1-3 players • ages 8 to adult

Quarx - The Quick Counting Shapes Game

Up and Atom! Fasten your safety goggles for this high-energy card game of quick counting and fast figuring. Race against your opponents to count the total number of spheres hidden among a random group of colorful 3-D shapes. Once you figure out the total, be the first to lay down the correct combination of number cards showing the exact amount. The player with the most Quarx cards at the end of the game wins.

Suggested Retail: \$9.99 2 - 6 players • ages 10 and up

Ricochet - The Fast Bouncing Numbers Card Game

Put your reflexes to the test in this full-tilt action card game, a new member of the Gamewright's Twelve Minute Game line! Follow the pinball as it zooms and zips from bumper to bumper. Use number and color clues to figure out which card it will bounce to next. Spot the last place the ball will go, and you win the card. The player with the most cards is the pinball wizard!

Suggested Retail Price: \$5.99 2 - 5 players • ages 10 and up

Wig Out - A Wild and Hairy Card Game

Flip your wig for this fast and frenzied card game that will put your frizzy in a tizzy! Race against your opponents to get rid of cards by matching all kinds of colorful hairstyles. Put together a pair of Pigtails. Combine a couple of Cornrows. Match a Mullet or some Mohawks. The first player out of cards is a cut above the rest!

Suggested Retail: \$5.99 2 - 6 players • ages 6 and up

In a Pickle - The What's in a Word Game

Can a giraffe fit in a phone booth? Does a sofa fit in a shopping cart? It all depends on how you size it up in this game of creative thinking and outrageous scenarios. Try to win a set of cards by fitting smaller things into bigger things - There's some juice in a pickle, in a supermarket, in a parking lot. Play the fourth word card to claim the set, unless one of your opponents can trump with a larger word. The player with the most sets at the end is the BIG winner!

Suggested Retail: \$14.99 2 - 6 players • ages 10 and up

Turn the Tide – The Sink or Swim Strategy Card Game

Shape up or sheep out! A huge storm is threatening Shepherd's Island and it's up to you to stem the tide. In this captivating card game, try to outwit your opponents by playing number cards wisely to stay afloat. Hang on to your life preservers to win the game. However, be careful what you play or else you could end up in deep water! A great strategic game for the not too sheepish.

Suggested Retail: \$13.99 3 – 5 players • ages 10 and up

GAMEWRIGHT, a company devoted to bringing out the fun in all of us, is a division of Ceaco, Inc., one of the country's largest jigsaw puzzle makers. Their games have collectively won over 100 major international awards from prestigious organizations such as Oppenheim Toy Portfolio, Dr. Toy, and the Canadian Toy Testing Council.

Known for its wry illustrations, intelligent game design, and fun game play, Gamewright continues to capture the hearts of parents and children looking for a positive way to spend leisure time. These additions to the Gamewright family will continue to enrich the lives of families, as well as enhance the notion that learning can be fun!

Photos available upon request

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