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FIND IT® GAMES AWARDS GARDEN SPROUTS 11 SPRING-TIME AWARDS

Find It® Games Wins Eleven Spring 2011 Toy and Game Industry Awards

Snohomish, WA (June 20, 2011) – When you plant a garden, if you’ve tended it properly, spring is usually when your plants flourish. But if your garden is filled with the seeds of toys and games, then the fruits of your labor not only come in the smiles of children, but in the form of springtime toy and game awards. Well, Find It® Games’ garden is in full bloom so take a deep whiff of the sweet aroma:

Find It® Games – “At the Beach” – Ages 8-98 - \$20.00

A fun game to play anywhere, but especially while visiting the beach. Find It Games “At the Beach” has 42 items to find and bright aqua color ends. The sand, coral, blue, and green pellets are reminiscent of the ocean and are a great background to search for sea creatures and beach treasures. A shell, kite, crab, seal, porpoise, whale, swimsuit, dolphin, and lighthouse are some of the objects, plus a special hidden penny. A list of items to find is on the top of the game and a check-off pad is included.



Most Recent Award Received:

Dr. Toy 2011 Best Vacation Play and Learn Products. At the Beach won the award in the following categories: Novelty, Puzzle, Travel and Toy. Developmental skill sets are: Cognitive Stimulation, Fine Motor, Recognition and Tactile.

Find It® Games– “VeggieTales” - Ages 4-94 - \$25.00

Based on the classic “Find It” Game comes the latest entry into the world of VeggieTales: *The new VeggieTales version of the Find It Game.* Join the VeggieTales characters on a hand-held scavenger hunt as you search for objects and characters straight from the best-loved stories in the VeggieTales collection. The fun begins by finding popular icons like the Viking Helmet, rubber ducky, and slushy cup. Also look for authentic characters such as Bob the Tomato, Larry the Cucumber, Junior Asparagus, Philippe Green Pea and Madame Blueberry. These characters, and so much more, are hidden amongst a sea of colorful pellets – just waiting to be found by kids and parents alike. For 1+ player or teams.



Recent Awards Received:

Dr. Toy 2011 Best Vacation Play and Learn Products. VeggieTales won this award in the following categories: Novelty, Puzzle, Travel and Toy. Developmental skill sets are: Cognitive Stimulation, Fine Motor, Recognition and Tactile.

Creative Child 2011 “Preferred Choice” Award in the Kids Games category.

Parents' Choice 2011 "Approved" Award in the Games category. Judges' Review: *"The Find It Games: Veggie Tales is a fun game that can be taken anywhere. The game is a large plastic cylinder filled with small beads and 40 items hidden among the beads. The items include the VeggieTales characters (i.e., Bob the Tomato, Larry the Cucumber) as well as common items (such as a bucket, sunglasses, hairbrush, and bunny). As you shake the cylinder, the beads move around and different items surface. Scorecards, included, let children keep track of which items they find. The cylinder is easily portable and makes a wonderful toy for car rides. It is appropriate for children of all ages. With each shake, new items emerge, which allows even the youngest child to be successful in finding items. Our testers (aged 5-8) have played with this many times and have not yet found all the items. We love this for long car rides; as it keeps the kids entertained for long periods of time."*

Find It® Games – "On A Hunt" – Ages 8 – 98 - \$20.00

Fun for the Sportsman, Hunter or Fisherman in your family... Find It – "On A Hunt" is the ultimate "Mini Scavenger Hunt." Be the first to find the 48 hidden treasures mixed in with the Camouflage-colored pellets and you win! Can you find the Bulls Eye, Arrow, Rope, Fish Hook, Hiking Boot, Dog and for the Ultimate Sportsman, can you spot the BIG GAME hiding in every "Find It – On A Hunt" game? Don't forget everything else on your check list including the lucky penny hidden in all Find It® Games... always the toughest to spot but definitely in there! Spin it, twist it, shake it, it will provide hours of family fun. Perfect to take on those long car trips! For 1+ player or teams.



Recent Awards Received:

Creative Child 2011 "Preferred Choice" Award in the Kids Games category.

Father's Day 2011 MrDad.com Seal of Approval and GreatDad Recommends winners – Judges' Review: *"Imagine sending the kids on an hour-long treasure hunt, with instructions to find a few dozen items. And imagine how much time you'd have to spend cleaning up afterwards. Well, with Find It Games there's absolutely zero mess to deal with--everything you need is sealed in a large, pellet-filled plastic tube. You can hunt for objects together, take turns trying to beat each other's score, or get two and go head-to-head. Either way, it's addictive. There are a number of games to choose from, including the beach, zoo, sports, and the Wizard of Oz. The one we evaluated has camo-colored pellets and includes an arrow, dog, and a pesky penny that no one around here has been able to find."*

Parents' Choice 2011 "Approved" Award in the Games category. Judges' Review: *"Find It: On A Hunt is a three-dimensional implementation of an I-Spy picture. There are dozens of miniature objects buried in sand-sized pellets in a jar, and by tilting the jar every which way the objects appear at the surface. A pad of check-lists (all identical) of objects to be found is included with the toy, and the objects are also listed on top of the jar for quick reference. In this particular version, the objects to be found are mostly hunting-themed: animals, guns, and bows; fishing, camping and hiking equipment; vehicles for outdoor travel. The pellets are in camouflage colors, like hunting and camping equipment would be, making the items even harder to track down. There are other versions of Find It tubes available; something more colorful or generally-themed might be more appealing, but we enjoyed this in spite of the particular theme. For the many people who pursue this type of outdoor activity this would be the perfect fit."*

"This game is the sort that becomes a conversation piece at a large party - people pass it around, pick it up and put it down, compulsively trying to find the missing objects. Even our 6-year-old tester enjoyed spilling it back and forth looking for the penny, the feather, or whatever else turned up. It could be played competitively - each player has a limited amount of time and tries to find as many objects as possible in that time - but more often it is a collaborative effort of friends handing it back and forth, exclaiming as each new item is found. The toy may not hold interest day in and day out, as some favorite

toys do, but it is the sort one returns to over and over, for a few fun minutes of sifting and sorting each time. For traveling or camping trips, it's a logical pick."

Celtic Challenge – Ages 8+ - \$40.00

Play a classic game rich in Celtic tradition. Whether solo or with a partner, this strategic game of matching, with a dash of chance thrown in, requires undivided attention. Celtic Challenge is based on an ancient game, beautifully crafted with a handsome hardwood board, 45 rustic tiles bearing traditional Celtic symbols, a Celtic staff to designate rounds, and embossed marker stone. Few if any have dared to clear all tiles from the board in one game, but who knows? You could be the first.



Recent Awards Received:

Creative Child 2011 “Game of the Year” Award in the Family Strategy/ Memory Games category.

Parents' Choice 2011 “Recommended” Award in the Games category. Judges’ Review: *“Celtic Challenge is a game in which players attempt to remove as many tiles from the game board as possible in a limited number of turns. In a solitaire game, the goal is to clear the board; in two-player mode, one attempts to remove more tiles than the opponent. The game board is a heavy wood lined with felt, and the tiles are plastic squares with the look and feel of carved stone, marked with one of five different Celtic knot designs (whose histories are detailed in the manual). It is a beautiful set with its price justified by its high quality. It would make an excellent gift for bright children or adults.*

“Play moves quickly, and players found the game compelling enough to play numerous rounds at each sitting. This was a game we chose to return to often; if no partner is available, the solitaire game is at least as entertaining as the two-player game. Adults enjoy play as much as children, and there is enough luck mixed in with the strategy that the chances of winning are good even when there is age disparity. This is one of the favorite new games in our household, and it will certainly continue to see play for a long time.”

Oh, Really! Game - Ages 10+ - \$20.00

The Lively Game of What Matters Most! Opinions count as players try to guess how their friends really feel about what matters most. From the seemingly trivial to the highly debatable, "Oh, Really!" reveals players' true feelings about everything from "Emotions" to "Underwear." You'll be rolling with laughter and caught by surprise when players rank 5 random items based on their own priorities. Then just when you think you have someone figured out, they rank "Makeup" ahead of "Memory", making you exclaim "Oh, Really!" For 3-8 players (or teams). Contains 200 engaging word cards, game board, 40 ranking symbol cards, 5 blank cards to customize your game, Scorepad, 5 pencils, and rules for individual and team play.



Recent Awards Received:

Creative Child 2011 “Preferred Choice” Award in the Family Games category.

Father's Day 2011 MrDad.com Seal of Approval and GreatDad Recommends winners! - Judges’ Review: *Think you've got your family and friends pretty well figured out? Well, after a few rounds of Oh, Really? we're betting you don't know them half as well as you thought. It's a pretty simple concept. You take five cards with completely random words and then rank them 1-5 based on your personal priorities. Meanwhile, the other players try to guess what matters most to you. The juxtaposition of the*

words makes for an uproarious evening. And what you learn about your friends and family will make for some pretty odd discussions later. Definitely for ages 10 and up.

ABOUT FIND IT® GAMES

Founded by husband and wife partners, Bob and Lynn Knight in 2003, Find It® Games is the quintessential success story in the toy and game industry. What started as a fun family idea at the dinner table has grown into a business that has sold over 1 million units, and a brand name that is recognized by the best specialty retailers in the toy and game industry.

With an impressive international and domestic distribution-chain that includes over 7,000 specialty retail stores, Find It Games can be found in national retailers such as Barnes & Noble, Borders, Hallmark, Target, Bass Pro Shops, Cabela's and Christian book and gift Stores. For 2011 and beyond, Find It will continue to grow through additional themes, licenses and even brand new concepts from well-known inventors.

For more information visit www.finditgames.com.

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