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FIND IT GAMES STRIKES GOLD!

When It Comes To Discovering Fun New Games Find It Games® Has Found Some Great Ones

Snohomish, WA (February 1, 2011) – In the days of the famous gold rush, whenever you heard the jubilant cry, “Eureka!” it meant that some lucky prospector had struck it rich. And today, in the offices of Find It Games®, makers of the best-selling “Find It” Game, the cry of “Eureka” means they’ve discovered something incredibly valuable, too. It means they’ve discovered some new, fun game that will bring hours of pleasure to kids and families. And to many in the toy world, that’s even more valuable than gold!

Besides hearing cries of “Eureka” from the Find It Games fun factory, there have also been recent screams of “Woo-Hoo!” and “Yeah, baby!” That’s because they’ve recently discovered four new great games. So if you’d like to hear what the whooping and hollering is about, visit Booth 5933 at the 2011 American International Toy Fair. Here’s what *you’ll* find:

Find It Games®– “VeggieTales” - Ages 8-108 - \$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.



Find It Games®– “On A Hunt” – Ages 8 – 108 - \$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.

In addition to discovering two exciting new variations on the award-winning Find It Games, the company also set out to “pan” for new gaming gold! After much mining, the company struck the mother lode by licensing a pair of engaging, educational and completely different games from two successful game inventors. Both games embody the spirit of Find It Games in that they require a good degree of discovery.

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.



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.

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 industry.

With an impressive international and domestic distribution-chain that includes over 7,000 specialty retail stores in 14 countries, Find It Games can be found in 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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FACT SHEET



Company Name Find It® Games

Mission Statement To develop and market family friendly games that are innovative and provide fun play for all ages

Company Snapshot Founded in 2003, “Find It Games” is the quintessential success story in the game industry. What started as an idea at the kitchen table has grown into a one million-unit business and a brand name that is recognized by the best Specialty retailers in the industry. The Find It Game is a “contained adventure” – a family-friendly treasure hunt in a tall clear tube. The objects inside range from everyday items to custom designed shapes and images, depending on the theme of the particular version. No matter which version – “Sports,” “Bird Watch,” “Glitz and Glamour,” etc. – the game is virtually indestructible. It makes the perfect game to keep out in the den, game room or kitchen and is a big hit as a travel game. In 2008, Find It expanded its distribution to include National Retailers such as Barnes & Noble, Borders and Hallmark. In 2009, Find It launched in Target, quickly becoming one of the best-selling games in the retailer’s assortment.

Products

Find It Game Versions (*=newest):

Deluxe	Sports
Kids	Glitz and Glamour
Original	Wizard of Oz
Zoo	VeggieTales*
Beach	On A Hunt*
On A Bird Watch	

Find It Board Games:

Celtic Challenge
Oh, Really!

Key Product

Categories Specialty Toy, Educational, brainteasers and family travel

Target Audience Ages 8 – 98

Awards Oppenheim Best Toy Award
Dr Toy Best Picks Award
Tillywig Sterling Fun Award
Creative Child Seal of Excellence
Fat Brain Toy Award Finalist

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COMPANY BACKGROUND

Founded in 2003, Find It® Games is the quintessential success story in the game industry. What started as an idea at the kitchen table has grown into a million-plus unit business and a brand name that is recognized by the best specialty retailers in the industry.

The Find It Game is a “contained adventure” – a family-friendly treasure hunt in a tall clear tube. The first Find It Games consisted of small household objects hidden in a pound of birdseed and then encased in a clear plastic pop bottle. Founders Bob and Lynn Knight made these early “production runs” at their kitchen table. When the concept caught on among friends and family members, Bob and Lynn decided to take the product to the next level. They rounded up their savings and created the business that would one day become a household name for millions.

Today, the Find It Game has been engineered using plastic end caps, a clear tube and plastic pellets. The objects inside range from everyday items to custom designed shapes and images, depending on the theme of the particular version. No matter which version – “Sports”, “Bird Watch”, “Glitz and Glamour”, etc. – the game is virtually indestructible. It makes for the perfect game to keep out in the den, game room or kitchen and is a big hit as a travel game.

In 2008, Find It expanded its distribution to include national retailers such as Barnes & Noble, Borders and Hallmark. In 2009, Find It launched in Target, quickly becoming one of the best-selling games in the retailer’s assortment. For 2010 and beyond, Find It will continue to grow through additional themes, licenses and even brand new concepts from well-known inventors. The next phase of growth for the company includes further international distribution – seven countries and counting - adding to the 7,000+ doors where consumers can “Find It” today!

In addition to broader distribution of the core “Find It” game, Bob and Lynn are expanding the business by adding new and unique products in the game and puzzle categories. The robust distribution channel they have developed provides instant traction for new concepts, giving new products immediate exposure to their 7,000 doors. The first two products in this category are “Oh, Really!” and “Celtic Challenge.”

“Oh, Really!” is a social interaction game where players rank everyday items based on their own priorities. The items range from the simple (coffee, television, underwear) to the complex (morals, justice, laughter), which leads to some great conversation about which you could live without or not and why. “Oh, Really!” is a perfect gift for families, parties, or groups, and is a wonderful ice breaker.

“Celtic Challenge” is an elegant coffee table game that is evocative of mah jong or solitaire. The game is played with rustic Celtic tiles and a rich wooden board, and is meant to be left out in a family room, living room, or den. This unique game can be played alone or between two players, and plays in less than 20 minutes. Like solitaire, it’s easy to jump in to a quick “challenge” whenever a fun distraction is needed.

Consumers can expect more interesting product from Find It Games in the months to come. Bob and Lynn are always on the lookout for innovative games and puzzles that fit the core values of the company. “We are a home schooling family,” says Bob, “which means that we place a ton of importance on education, family time, and fun. Our core values revolve around the notion that quality time with family and friends means having fun and playing together in a wholesome environment. Helping other families experience this is a big part of our vision.”

With the “Find It” game in the kitchens, dens, and cars of over a million people, Bob and Lynn are well on their way to making their vision a reality.

Biography

Bob Knight, creator of Find It® Games hoped his little idea for a game would sell. Begun as a family venture at the dining room table, each game created by hand, he dreamed of selling maybe 500 units. To date, Find It Games has sold over one million games and counting.



Bob's education was as an aircraft mechanic. An entrepreneur at heart, at age 22 Bob began and operated a successful commercial lighting company, which he sold in 2005. There, he recognized the need for great customer service and a dedicated sales plan, which he still implements today.

Bob attributes his success to his ability to "think outside the box," as well as to his #1 cheerleading wife, Lynn, who thoroughly believes in him and is confident he can and will do whatever he sets his mind to. (Bob and she met when they were 16 and 14 years of age) Motivated by his love for family and travel, Bob eagerly includes his wife and three grown children in business travels around the world. All 3 have had a hand at working in the family business to varying degrees over the years.

A homeschooling, serious game-playing family, Knight had an "eye" for what games "worked" and knew they had a winner when they came up with their "Contained Adventure." After spending two years in research and development, LB Games, (named for Lynn and Bob) DBA Find It Games® launched its first products in 2003 and quickly gained respect in the marketplace as well as with peers. Now, 14 skus later, Bob and his creative team continue to develop new games and have been sought out to license games by other inventors. Bob has set up a strong distribution network that is highly admired in the industry.

Find It Games' warehouse is based in Monroe, WA, where employees cheerfully crank out the in-demand games. When questioned, the common theme among the staff is, "I love my boss," "I love my job," "Best family to work for... ever." Happy and satisfied employees are Bob's pride and joy, and he considers this a key ingredient in the company's success. Bob developed the manufacturing process for the "contained adventure" games and has been involved at every level within the operation. It has been only in the last 12 months that Bob has expanded to have some of the manufacturing done overseas to accommodate the company's increasing global market.

Bob has seen growth in his business endeavor equal to the dedication and hard work he has invested in it. "Twelve hours is only half a day... right?" He is often the first one to work, and certainly the last one to leave. If he's had "good luck" in business, that's a small part of why Find It Games has been a winner. Not bad for this aircraft mechanic-turned-light bulb salesman-turned-toy & game manufacturer. Entrepreneur is Bob's middle name. He has found his niche. He has proven it does not take an MBA to succeed in business!