

For more information, contact Brian Maggio, (206) 406-8748  
Email: [Maggio@identitygames.com](mailto:Maggio@identitygames.com)



[ [WWW.IDENTITYGAMES.COM](http://WWW.IDENTITYGAMES.COM) ]

## **IDENTITY GAMES TO BE THE FUTURE OF FIND IT<sup>®</sup> GAMES**

Monroe, WA (August 21, 2013) - Identity Games USA, a division of Identity Games, based in the Netherlands, has announced that they have the exclusive, worldwide rights to the Find IT<sup>®</sup> games brand and all associated properties from its founder, Bob Knight.

Identity Games has been developing games for both the corporate and consumer markets for 20 years. The Dutch company has won the Toy of the Year recognitions on numerous occasions in multiple countries.

According to Bob Knight, Identity Games is the perfect company to take “Find IT” to the next level. “I have known the company for years, and I’m personally acquainted with the current owners Emile Kalis and Erik Spindler.” “Identity Games is a very creative company and I’m convinced Find IT has found its best possible new owner. They know how to bring creativity and quality to the product to differentiate it even more.”

Find IT will be integrated into the other game product lines of Identity Games. In order to accelerate the integration and growth of the new Identity portfolio in the U.S., Identity Games has retained Brian Maggio of Revenew Sales & Market Development to lead its management team.

As Identity’s new general manager for the U.S., Maggio is excited to tackle this new challenge. “I have worked with the Find IT brand for over 5 years, and can see firsthand the potential for this evergreen product. Identity Games will be able to take the product in entirely new directions through licensing, new themes, and derivative play patterns – not only domestically but globally as well. This is a great new adventure, and working with Emile and Erik will be fantastic,” said Maggio. Erik Spindler says: “We are very confident that Brian

Maggio and his team will successfully expand our US operation and build our brand in the right way."

Identity Games owners Emile Kalis and Erik Spindler expressed the same excitement. "We were looking for a chance to increase our activities in the U.S.," says Kalis. "And Find IT is the unique, fun product with great potential that fits us very well. In all of our products, we strive to bring a combination of new format, unique play pattern, and quality construction – the three 'wow factors.' 'Find IT' and the new developments we plan will hit all three."

In an effort to integrate retail feedback into the product development process, exciting new editions and fresh packaging designs will be unveiled in Dallas at the upcoming Fall Toy preview show in October.