



GRIDDLY GAMES
INCORPORATED
"Games That Get You Going"

PRESS RELEASE

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Griddly Games' Launches New Products at Toy Fair 2013

New York, NY - (January 23, 2013) – An unstoppable force in the game aisles? Griddly Games adds Rainbows and Storms and Kwan, its first licensed game, to its line-up of great games for the American International Toy Fair 2013 held in New York City in February.

Griddly Games (booth 5968) is happy to introduce a colorful new addition to its product line, Rainbow and Storms (MSRP \$19.95 for ages 5+), a design-your-own sticker board game. In addition, the company will launch its first licensed game, Kwan (\$19.95 for ages 7+), a word game created by world-renowned game designer, Martin Nedergaard Andersen.

Reisa Schwartzman, president and founder of Griddly Games, said, "Toy Fair is always an exciting time of year for Griddly Games, and this year is no exception. It is the ideal venue for the launch of our first licensed game, Kwan. We are also looking forward to showcasing Griddly Games' new original game, Rainbows and Storms, which is sure to delight attendees. It is the first board game to incorporate a creative, personalized sticker component."

Rainbow and Storms will enter Toy Fair like a whirlwind, putting a twist on conventional game play and adding a splash of color to the traditional chutes and ladders style games. Rainbow and Storms is a design-your-own sticker board game that offers a flurry of activity. The game's personalized design-play feature is a silver lining for players who love to incorporate creativity into their games. Just Design, Stick and Play!

Kwan is a word game that certainly lives up to its name. The definition of **Kwan** is *to be the most extraordinary of the extraordinary; an unstoppable force*. Like its creator, award-winning designer Martin Nedergaard Andersen, Kwan is sure to be an unstoppable force in the gaming industry.

"Griddly Games couldn't be more excited to have our first licensed game be the creation of celebrated designer, Martin Nedergaard Andersen. His talent for developing games is evident and has been recognized internationally by the game industry. Like its creator, the game, Kwan encompasses strength, good sense, style and ability, which is the very definition of Kwan," Schwartzman said.

To play Kwan, roll the dice and be the first to pick the letter that matches the category for each round. There are 13 dice; 12 contain letters and one says, 1st, 2nd or last, which defines the letter placement in the word. Topic: food; Letter: A. If dice says 1st, then the word must begin with the rolled letter: **A**pple. If 2nd letter: **B**anana; or Last letter: Banana**a**. Collect points and be the first to get Kwan! Here is the first word game that you don't have to be a great speller to be good at! It is a fast paced, mind teasing, dynamic party game!

About the designer:

Martin Nedergaard Andersen is quickly becoming one of the top internationally recognized game inventors, having licensed more than 30 games. In 2012, Martin won the prestigious "Rising Star Designer" TAGIE award at the Toy and Game Inventor Awards in Chicago. Martin's first game won the "Family Game of the Year" award in his native Denmark. His second game was co-invented with his then 5-year-old daughter and won "Children's Game of the Year." He has since licensed dozens of games that were co-invented with his daughter. Apart from inventing games, Martin teaches MBA students in strategy, marketing, economy, finance, and accounting and has published five books. Earlier in his career he worked as a construction engineer, IT manager, chief integration officer, and strategy consultant. Martin lives in Copenhagen, Denmark, with his wife and two children.

Last year, Griddly Games had a phenomenal showing at Toy Fair with the introduction of Wise Alec™ Junior™ (MSRP \$15.95 for 1 or more players ages 4+) and more expansions Travel Expansion Packs to its Wise Alec braded game line. In addition, Griddly Games celebrated the first full year of its award-winning, abstract strategy game, Oversight™.

Oversight™ has been far from overlooked by game lovers and critics, earning awards such as: Dr. Toy's Top 10 Best Educational Products, Creative Child Magazine's Preferred Choice Award™, and was one of the top choices by The Game Aisle and the San Francisco Chronicle as one the newspapers' top games of the year.

Wise Alec™ Junior is an exciting and educational game pack for children ages 4 and up. The convenient, travel-size package contains 4 separate games that combine memory, matching, charades, counting, and storytelling. These games focus on essential skills such as emotion recognition and verbal communication. The final step, storytelling, is a collective process where memory and imagination combine as each player devises a story based on the cards that they have collected throughout the rounds.

"As we expand upon the original Wise Alec™ concept, we continue to stick to our goal of demonstrating how a great game can bring people together with wholesome fun. With Wise Alec™ Junior, we are incorporating the younger generations. With our expansion packs, we offer subject-specific content for those who want to challenge themselves with unfamiliar topics or show-off their expertise on familiar subjects. As always, we try to encourage positive lifestyle habits and good manners throughout the game." For example, Wise Alec™ includes some riddles and mental challenges, but it also allows advancements or deductions for poor etiquette, like losing 2 points for burping in public or healthy fitness abilities, like doing push-ups for extra points.

Rainbows and Storms and Kwan join Griddly Games' catalog of award-winning family games: Wise Alec™ original, Wise Alec™ Junior, Wise Alec™ Body Works and Bright Ideas, Wise Alec™ Expansion Packs (Civilize This, Nature Nuts, and Sports Buffs), Oversight (MSRP \$24.99), Words of the Wise and Chronicles of the Mind (MSRP \$12.99 each, for one or more players ages 8 and up), and the company's Griddly Headz™ sports-themed strategy games (MSRP \$29.99 each, for 2-4 players ages 8 and up) that include the top-selling Griddly Headz NASCAR® Racing Game, Griddly Headz Baseball and Griddly Headz Hockey.

About Griddly Games:

Griddly Games are *games that get you going*. The company creates award-winning party and board games that deliver innovative, engaging fun that brings people together. Founded in 2007 by Reisa Schwartzman, a mom from Vancouver, British Columbia, who took it upon herself to fill the void for

products that deliver wholesome family fun that all ages could enjoy at once, Griddly Games creates products that inspire laughter and fun, while promoting an active and healthy lifestyle. As a former educator, Schwartzman instills a strict company philosophy to offer games that encourage social interaction, learning, strategy and challenges that anyone (*from across the grid*) can enjoy. To discover more about Griddly Games, visit www.griddlygames.com and get all of the most up-to-date, immediate information and interact with the company on [Twitter](#) and [Facebook](#)