

## FIRST LASER LOGIC GAME AMONG INNOVATIVE THINKFUN GAMES DEBUTING AT TOY FAIR



ALEXANDRIA, VA, Jan. 21, 2013 – Toy Fair Booth 2251 -- The first logic game with a real laser, the first hide & seek toddler game, and the first circle-shaped word game are showcased at the American International Toy Fair by ThinkFun, the world’s leader in addictively fun games that sharpen your mind. ThinkFun is known for Rush Hour, Zingo!, Roll & Play and other game-changers in the industry.

“A mainstay of our nearly 30-year history is a focus on innovation, developing games that fill an educational need, tap into technology, and sync with societal trends,” said Bill Ritchie, ThinkFun CEO and Co-Founder. “Our games reflect first-ever concepts and designs, collaborations with ground-breaking inventors, and new twists to igniting minds of all ages.”

Available at ThinkFun.com and stores nationwide, new games include:

- **Laser Maze** (Ages 8 to adult, solo play, MSRP: \$29.99)  
*Builds: Sequential reasoning, visual perception*  
Tweens will cheer for the first logic game with a real laser! Players beam, bend, and split a laser using mirrors and targets to solve 60 challenges. Laser Maze is the brainchild of Luke Hooper, inventor of the chess-like laser game Khet. This powerful, safe game experience unites the heritage of ThinkFun’s logic puzzles with the latest in high-tech.
- **Hello Sunshine!** (Ages 18 months to three years, two or more players, MSRP: \$19.99)  
*Builds: Confidence, motor skills, positional concepts*  
For the first time, hide & seek and plush toys – two toddler favorites – are brightly matched in an active play game. Parents and toddlers take turns hiding and finding Sunshine, a soft, huggable toy. As they excitedly seek Sunshine or hide it with glee, toddlers learn positional concepts such as NEXT to, BEHIND, and ON TOP. A great confidence booster, Hello Sunshine! was invented by Bill Ritchie as a companion to Roll & Play, the first-ever toddler game released in 2012 to rave reviews and two Toy of the Year nominations.
- **WordARound** (Ages 10 to adult, two or more players, MSRP: \$12.99)  
*Builds: Focus, reflexes, vocabulary*  
Players race to unravel and call out the word in this fast-paced circular card game. Fun for families, it’s a quick study but surprisingly tough, fueling frenzied play and laughter. With its knack for creating fans in an instant, it’s no surprise WordARound was invented by The Herbert Brothers, a filmmaking duo known for their shoestring production of a smash Super Bowl ad.
- **Swish Jr.** (Ages 5 and up, two or more players, MSRP: \$12.99)  
*Builds: Visual perception, matching, concentration*  
This transparent card game is the much-anticipated little sibling to Swish, a two-time nominee for Toy of the Year. Young players build spatial awareness as they mentally flip and rotate see-through cards to match shapes.

- **MathDice Powers Practice Edition** (Ages 10 to adult, two or more players, MSRP: \$7.99)

*Builds: Mental math skills, particularly exponents*

A new design of MathDice, the widely acclaimed “Fast, Fun Game of Mental Math,” with a focus on exponents. Invented in 1998 by ThinkFun co-founders’ 11-year-old son Sam (now a software engineer at Twitter), MathDice has sparked a passion for numbers worldwide.

*ThinkFun is the world's leader in addictively fun games that challenge your mind and inspire creative thinking. Nearly 30 years ago, ThinkFun was founded with a dream to change the world through play. ThinkFun continues to expand on that dream every day with games, mobile apps and global education programs. To learn more about ThinkFun, go to [www.thinkfun.com](http://www.thinkfun.com).*