



FOR IMMEDIATE RELEASE

Date: November 11, 2008

Contact: Holly Shimanski, Sales Account Manager • 602-957-3825 • hjs@game-group.com
Elissa S. Pollack, Media Relations Agent • 608-238-2533 • epollack@game-group.com

Re: **GAME Introduces Kool-Light-O-Scope**

Scottsdale, Ariz. — Great American Merchandise and Events (GAME) has introduced the Kool-Light-O-Scope, a floating accessory that creates an exciting kaleidoscope of changing patterns and colors in a swimming pool.

Kool-Light-O-Scope turns a swimming pool into a masterpiece of aquatic art, thanks to spinning LEDs that create continually changing patterns of light and color on the bottom and sides of the pool.

Measuring 7.5 inches across, the patented Kool-Light-O-Scope runs on four AA batteries and turns off after two hours.

Kool-Light-O-Scope is available via UPS or FedEx .

For more information about Kool-Light-O-Scope or any other GAME products, please call 888-DUCKY88 or visit www.game-group.com/retailers.

###

GAME is recognized worldwide for its extensive lines of pool and spa accessories as well as the Derby Duck® and Turbo Turtle® fundraising events that have generated millions of fundraising dollars for charities across the globe. The company is also supportive of its retailers and dealers by offering promotional items, merchandising material, and assistance with other marketing ideas for store promotions and events. For more information, please contact 1-888 DUCKY88 (382.5988) or visit www.game-group.com.