



Contact: Holly Shimanski
602-957-3825
hjs@game-group.com

GAME EXPANDS PRODUCT DEVELOPMENT TEAM

Scottsdale, AZ. – July 8, 2008- Great American Merchandise & Events (GAME), a Scottsdale, Arizona based company has expanded its product development team with the addition of **Paul Heinritz**, Product Development Engineer and **Coey Genuise**, Product Development Manager.

“The product development team is now positioned to design, develop and engineer more innovative products than ever before with the addition of Paul and Coey,” says Traci Feldman, Vice President of Product Development.

As the Product Development Engineer, Mr. Heinritz will be responsible for product engineering including design validation, drawing/modeling development and review and quality control. He will also play a large role in developing new processes within the department. Before coming to GAME, Mr. Heinritz was the Product Manager at Honeywell Enraf.

As the Product Development Manager, Ms. Genuise will be responsible for creating and maintaining inventor relations and other development projects including intellectual property, packaging and product management. Before joining GAME, Ms. Genuise owned and operated a seasonal consumer products company for 7 years.

“Together Paul and Coey bring countless years of engineer and product development experience to GAME. Their knowledge of the creation, development and packaging of consumer products allows the team and GAME to continue moving toward future products goals and excellence,” says Ms. Feldman.

GAME (Great American Merchandise & Events) is recognized worldwide for its extensive line of pool and spa accessories including the popular Underwater Light Show™, as well as Derby Duck® and Turbo Turtle® fundraising events that have generated millions of fundraising dollars for charities across the globe. For more information and to see the latest GAME products, please visit www.game-group.com

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