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GAME™ GETS WET N' WILD WITH WHAC-A-MOLE

**GAME Acquires Whac-A-Mole License For Brand
New Line of Outdoor Products**

Scottsdale, AZ. (May xx, 2008) –It's time to grab your mallets and get outside! GAME™ (Great American Merchandise & Events), a cutting-edge leader in innovative indoor/outdoor décor and backyard leisure products, announces today it has aligned itself with the #1 arcade game in the world, Whac-A-Mole.

Through a multi-year licensing agreement orchestrated by Dimensional Branding Group, on behalf of Bob's Speed Racers, GAME will expand their award-winning line with an array of Whac-A-Mole pool & spa toys and lawn water toys.

“We are thrilled to create an action-packed line based on the popular Whac-A-Mole brand,” said Eric Schechter, president of GAME. “Everyone from kids to adults enjoy the thrill of bopping the mole and now we can bring the fun of Whac-A-Mole to the outdoors in an exciting new way.”

Joining the ranks of Whac-A-Mole licensees such as HASBRO and Imagination Games®, GAME will add its own unique twist on this beloved pop culture character. For the first time in the history of Whac-A-Mole, GAME will bring the excitement of battling the mole right to your own backyard, pool and spa.

GAME's unique and imaginative Whac-A-Mole line is set to hit shelves in March 2009 and will be available in the United States, Canada, France, Spain and Australia.

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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