



NEWS RELEASE

For Immediate Release

Contact: Ashley Ross
ashley.ross@amigo.games
844-YO-AMIGO (962-6446)

GERMANY'S AMIGO LAUNCHES A U.S. SUBSIDIARY FEATURING GAMES WITH JUST 5 RULES

Austin, TX—AMIGO, one of Germany's leading board and card game manufacturers with sales in 50 countries, announces the launch of its North American subsidiary, Amigo Games Inc., at New York Toy Fair in Booth #136. In addition to strategy games such as *Saboteur*, AMIGO will launch easy-to-learn preschool, children's, and family games with just five rules or fewer.

With international bestsellers such as *Halli Galli (Fruit Punch)*, *Café International*, *Bohnanza*, and *Speed Cups*, AMIGO is known for great-playing games with top-quality components, all of which will retail in the US for \$10 to \$20. "We think the timing is perfect for this new venture," said Uwe Pauli, CEO of AMIGO Spiel + Freizeit GmbH. "AMIGO's games have a history of strong performance via distributors, and given the tremendous growth in the U.S. game market of late and the fact that American families are actively seeking a broader variety of games, we feel this is the right time to establish an independent American company."

The role of CEO will be filled by Jeff Pinsker, an industry veteran with more than 25 years of top-level management experience with companies such as Spin Master's Cardinal Games, Pressman Toy, Scholastic's Klutz, and University Games. "It was so much fun to play my way through AMIGO's product line and archive looking for the best-playing games that are suited to the North American market," said Pinsker, "and I was pleased to find great-playing games that are easy to learn." Although the internal components will remain virtually untouched, AMIGO will re-design the packaging to be a better fit with the North American market. The new company is based in Austin, Texas.

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