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## SimplyFun Games Honored as Top 10 Children's Games for 2006

BELLEVUE, Wash. — **January 5, 2007** – SimplyFun® announced today that two of their original games, Sneaks™ and Crazy Mixed Up Zoo Game™, had been honored on About.com's list of the Top 10 Children's Games for 2006.

About.com recognizes games with minimum recommended ages of 8 or younger with its annual list. New game releases are judged on fun factor for both adults and kids, sturdy components, and easily understood rules.

"The game must be fun for adults to play," stated Erik Arneson, board game editor for About.com. "Few things in life are worse than having your children love a game you can't stand. Both Sneaks and Crazy Mixed Up Zoo are engaging for the whole family."

Crazy Mixed Up Zoo features 12 colorful animal tiles which are switched and moved around to confuse players. Using a sharp memory, players must guess which two animals have traded places. The simple game play emphasizes color and shape recognition, memory, and cooperative play.

"One of the best elements of Crazy Mixed Up Zoo is that it's easy to adjust the difficulty of the game," said Arneson.

Calling it "a great family game," About.com's list gave Sneaks high marks for fun for kids and adults. Players quickly grab for miniature red sneakers after a player successfully collects four-of-a-kind from a deck of 52 cards that are passed rapidly from player to player. Energetic and fast-paced, Sneaks was also recently named a *Parenting Magazine* Toy of the Year in November 2006.

"We are thrilled that About.com has recognized the appeal of SimplyFun games for families and children," said Gail DeGiulio, CEO and co-founder of SimplyFun. "Given the busy lifestyle of today's family, games like Sneaks and Crazy Mixed Up Zoo bring parents and children closer together through play because they are so fun and can be played in less than 30 minutes."

Crazy Mixed Up Zoo and Sneaks are part of an exclusive line of family entertainment and learning products including innovative board, card and party games, puzzles, plush puppets, and fun family activities.

With its mission to promote the importance of play, SimplyFun's products are sold through a nationwide network of independent consultants at home parties, at fundraising events, or online at [www.simplyfun.com](http://www.simplyfun.com).

### About SimplyFun

Based in Bellevue, Wash., SimplyFun is a direct selling, home party plan company offering the very best, original, award winning, family entertainment products that you can enjoy face-to-face with the people you care most about. The company's mission is to promote the importance of play to create lifelong memories and enhance the quality of people's lives. SimplyFun is an active member of the Direct Selling Association. For more information on SimplyFun, its products or becoming a consultant, visit [www.simplyfun.com](http://www.simplyfun.com) or call 1.877.557.7767.

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