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## **SimplyFun Introduces New Party Game: Head of the Herd**

BELLEVUE, WA – (July 21, 2009) SimplyFun™ announced today the addition of a new party game, Head of the Herd™, to its line of award-winning games. In Head of the Herd, players compete in a large group in this fast-paced hilarious party setting.

As you race to follow instructions from cards that tell you what you must do, you must vigilantly avoid certain actions from “Law of the Land” cards that tell you what you cannot do.

If you get caught breaking the “law of the herd,” you take a step closer to being eliminated from the game.

“We all deserve to have more hilarious, laugh-out-loud fun in our lives,” said SimplyFun co-founder Gail DeGiulio. “Head of the Herd will have families and friends of all ages laughing and creating warm memories together. This is healthy, face-to-face play at its very best!”

Head of the Herd is sold at in-home parties by SimplyFun Consultants or via the SimplyFun website. For more information about Head of the Herd or how to make money playing games as a SimplyFun Consultant, please visit [www.simplyfun.com](http://www.simplyfun.com).

### **About SimplyFun**

Based in Bellevue, Wash., SimplyFun is a direct selling, home party plan company offering original, award-winning, play products for children, families and adults. SimplyFun believes that play is absolutely essential to a happy, successful and balanced life. 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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