



For Immediate Release

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**Crazy Mixed Up Zoo Named Creative Child Magazine Game of the Year
*Five Other Games Also Honored***

Bellevue, WA (July 9, 2007) – SimplyFun® announced today that Creative Child Magazine has named *The Crazy Mixed Up Zoo Game™* as the Game of the Year 2007 in the Kids Games category. *Ooga!™* and *Sudoku Challenge™* were named winners of the Preferred Choice Award. Additionally, games *Rabbit™*, *Somethin' Fishy™* and *Chess on the Loose™* received the Seal of Excellence Award.

"We are thrilled that Creative Child Magazine has recognized the quality of SimplyFun games for families," said Gail DeGiulio, Chief Funster and cofounder of SimplyFun. "It really validates our efforts to promote the importance of play with friends and family in this era of demanding and busy family lifestyles. Playing games can bring families together."

Creative Child Magazine rates products through independent testers on their excellence in nurturing creativity and education through creative play.

"Parents will love how these games spark creativity and imagination in their children," said DeGiulio.

SimplyFun's broad line of board games, family activities, brainteasers, puzzles, puppets, and even conversation starters are offered exclusively through its nationwide sales force of independent consultants, who demonstrate and sell original games/family entertainment products at home parties. Customers may also purchase through a consultant's web site and at school fundraisers.

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 or call 1-877-557-7767.

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