

Contact: Shane Mayer
Endless Games
201.386.9466
smayer@endlessgames.com
<http://www.endlessgames.com>

COME ON DOWN! ENDLESS GAMES “SHOWCASES”
THE LONGEST RUNNING GAME SHOW IN TELEVISION HISTORY –
THE PRICE IS RIGHT™

New York – October 21, 2003 – Can you correctly guess the price of a grandfather clock? Is the box of detergent higher or lower than \$2.99? What is the second number in the suggested retail value of the new car? The home furnishings, the cruise, the matching motorcycles and the new boat could be yours...if... **The Price Is Right™!**

From the opening bid to the showcase showdown, all the fun of the popular game show is back! Players face off in a qualifying round with the chance to advance to a solo game. In the qualifying round, the player who comes the closest to the actual price of an item without going over advances on to play one of the 10 most popular games from the TV show. Once all ten solo games have been completed, the two contestants with the most money advance to the Showcase Game.

Bringing the excitement of actually having Bob Barker in your living room, the “Showcase Showdown” is when the big bucks and the game are on the line. Players guess the actual price on the total of three items. The player who comes the closest without going over wins the prizes and the game!

The Price Is Right™ is designed for 2-5 players ages 8 years to adult. The game will be available nationwide in August, 2004.

The Price Is Right™ joins Endless Games’ line of retro games, which includes such classics as: **The Pyramid™**, **Password™**, **Concentration™**,

Family Feud™, Liar's Dice™, Beat the Clock™, The Newlywed Game™, What's My Line?™ and Tickle Bee™.

Endless Games, founded by industry veterans Mike Gasser and Kevin McNulty in 1997, specializes in games that offer classic entertainment and hours of fun.

Their inaugural line included the Six Degrees of Kevin Bacon™ board game and the re-launch of several popular games from the 50s, 60s, 70s and 80s including the vastly popular reintroduction of the game Password™.

No strangers to success, the partners were involved in the sales and marketing of some of the greatest hit games of this century – Trivial Pursuit™ and Pictionary®, to name just two.