

Contact: Jennifer Coleman
GEE! Ventures
973 378 2423/973 760 8181
jennifer@geeventures.com

New York City: It was announced today (20), by Kevin McNulty, VP of Sales of Endless Games, that his company will introduce, at next week's New York Toy Fair, in Suite 509, 200 Fifth Avenue, a family board game inspired by the best-selling book, "Your Best Life Now."

"Your Best Life Now," written by Joel Osteen, senior pastor of Lakewood Church, Houston, Texas, has sold more than 3 million copies to date, and has been on the New York Times and Publisher's Weekly Best Seller lists for 50 consecutive weeks.

Pastor Osteen's Lakewood Church is the largest and fastest growing Christian church in America. It has approximately 30,000 adult attendees every week. The weekly services are broadcast live to over 80 million homes across America and 100 nations around the world. Recent Nielsen Media Research rated Joel Osteen's broadcast as the #1 inspirational program nationally, based upon average television viewers per market.

"We are privileged, honored and excited to create a multi-generational board game based upon Joel's inspirational, uplifting, and remarkable book," said McNulty. "The game will make a difference in the lives of people that play it," he continued. "Its play has a unique twist that integrates the game's results into the lives of the players after they finish playing."

On July 16th and 17th, 2005, more than 57,000 people attended the inaugural services at the new Lakewood Church Central, the 16,000 seat former

Compaq Center, once home to the Houston Rockets. On an average day, 183,800 cars and trucks pass by Lakewood Church Central, located on the second busiest freeway in the nation.

On October 20th and 21th, Pastor Osteen ministered to SOLD OUT events at Madison Square Garden.

Your Best Life Now: The Game was conceived by game inventor Richard C. Levy, whose credits also include board games based upon the best-selling books Men Are From Mars, Women Are from Venus, and Chicken Soup for the Soul.

Your Best Life Now is published by Warner Faith, an imprint of Warner Books.

Your Best Life Now: The Game will be available for June, 2006. Ages: 16 to Adult. SRP: \$