

Contact: Melissa Fogarty/Beth Mosher
Litzky Public Relations
(201) 222-9118, ext. 16
mfogarty@litzkypr.com

**“ACE IS HIGH, DEUCE IS LOW,
PLAY THE CARDS, WIN THE DOUGH”**

Endless Games Adds Card Sharks to Its Line of Retro Games

New York – December 12, 2001 – You’ll hope the luck of the draw is on your side when you gear up to play **Card Sharks**, the newest game show–turned board game, from Endless Games.

Celebrating its 25th anniversary, **Card Sharks** is the classic TV game show of “highs” and “lows”. The game consists of four contestants vying to be the first to finish a block of five consecutive cards by guessing if the next ‘mystery’ card unveiled will be higher or lower than their previous card. The first player to win two rounds advances to the “Money Cards” round. There, the player has a chance to win \$50,000 by guessing correctly the “high/low” of each of five cards. The round is over as soon as the player makes an incorrect guess.

To start the round and determine who controls the board, one player predicts how many people out of 100 would answer a question a certain way. The questions can be about anything from “how many third graders consider pizza their favorite food” to “how many men have ever been stood up for a date”. Once that player makes a prediction the other player must guess if the actual answer is “higher” or “lower” than the predicted answer. The winner, and leader for the first “high/low” round, is the player who comes closest to the actual answer.

Card Sharks is designed for players ages 10 years to adult. The game will be available in stores nationwide August 2002 for an approximate retail price of \$14.99.

Card Sharks joins Endless Games' line of retro games, which includes such classics as: \$25,000 Pyramid™, Password™, Concentration™, Family Feud™, The Price is Right™, 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.