



FOR IMMEDIATE RELEASE

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Word FRENZY® Kicks Off And Picks Up Top Award

Tame Tiger launches a smart, new card game and receives the coveted 2009 Seal of Approval Award from The National Parenting Center

BOTHELL, Wash. (September 30, 2009) – Tame Tiger, LLC, a contemporary game design, development and manufacturing company focusing on innovative board and card games, today announced the launch of Word FRENZY®, the company's first card game for 2009, and its attainment of the prestigious 2009 Seal of Approval award from The National Parenting Center (TNPC).

Word FRENZY is a fast-paced, word-forming card game that fosters spelling, vocabulary, word association and math skills. Played with letter cards, players try to be the first to collect cards that spell a four-letter word relating to a category. For example, if the category "Food" was chosen, players would try to spell words like bean, fish, soup and so on. Each round ends in a scramble to grab a FRENZY Prize™. There aren't enough prizes for every player, similar to Musical Chairs. Word FRENZY is an exhilarating mind and body card game for 2 to 8 players, 10 years and older.

"We developed the Word FRENZY card game to provide engaging entertainment benefits and stealth educational features that are missing in many of today's games," said Don Cornelson, president of Tame Tiger, LLC. "Great value, fun for nearly all ages, explosive game play energy that challenges language and critical thinking skills, and playable in small or large groups, are what makes this card game stand out above the rest. Word FRENZY can be played almost anywhere due to the game's small and compact size. We are also extremely honored that Word FRENZY was chosen as a recipient of The National Parenting Centers' 2009 Seal of Approval Award, confirming that our game is a high quality and value-added product."

The National Parenting Center was founded in July of 1989 with the intention of providing the most comprehensive and responsible parenting advice to parents everywhere. The advice provided is furnished by some of the world's most respected authorities in the field of child rearing and development.

The National Parenting Center's Seal of Approval program, created in 1990 as an adjunct to TNPC's support services, identifies the finest products and services being marketed to the parent/child audience. From educational and entertainment products to travel destinations, the consumer-oriented testing process solicits evaluations from parents and their children. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.

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“Word FRENZY ranks right up there with some of the finest and smartest word games you and your family will ever play,” said The National Parenting Center. “As one tester put it, „It’s kind of like Scrabble® with Musical Chairs” ... a terrific vocabulary builder and best when lots of people join in.”

Below are a few additional comments from “frenzied” customers:

“Word FRENZY tested my reflexes which I thought was cool. The game was fun as it was like an enhanced version of the game Spoons. By just playing the game, I learned many new words,” said Madi E., Punahou School, Grade 7, Honolulu, Hawaii.

“My family played Word FRENZY over the weekend and we had a blast. The kids loved it. My 8 and 10 year olds had a great time spelling words and grabbing prizes. Thank you for developing a game that is fun for the whole family. We are looking forward to next weekend,” noted Keith N., Stafford, Texas.

“Word FRENZY is a combination of Scrabble and Ultimate Fighting®. And I have the scars to prove it,” exclaimed Dave C., Bellevue, Washington.

The Word FRENZY card game and FRENZY Prize sets are available at www.frenzycardgames.com and at Thinker Toys™ game stores (www.thinkertoyshawaii.biz). The Word FRENZY Deluxe Set, which includes the card game and prize set, retails for \$19.99. The game alone retails for \$14.99.

About Tame Tiger LLC

Based in Bothell, Wash., Tame Tiger LLC is a contemporary game design, development and manufacturing company focusing on innovative board and card games. For more information about Tame Tiger and its games, visit www.frenzycardgames.com.

Editor’s Note

Game product samples and images, and award logos are available upon request.

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