

FOR IMMEDIATE RELEASE

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Patch Products, gearing up for another exciting *Million Minute Family Challenge!*

BELOIT, Wis.—In a crazy, hectic world, we tend to lose sight of some of the most important and enjoyable things in our life such as family, fun and education.

According to The Nielsen Company, in 2008, the average American watched approximately 142 hours of TV in one month. In addition, people who used the Internet were online 27 hours a month and people who used a mobile phone spent 3 hours a month watching mobile video.

Patch Products®, a leading manufacturer of board and card games, is determined to reverse that trend by bringing families and friends together with their annual *Million Minute Family Challenge*™. The *Million Minute Family Challenge*, encourages interaction and communication among family and friends by setting a national goal of playing games for a total of 1 million minutes from Sept. 1 through Dec. 31.

Last year, a total of 298 groups, clubs, classrooms, libraries and families throughout the nation, surpassed the 1 million minutes goal for a record-setting 1,416,525 minutes!

With our current economic situation, people are thinking twice about high-priced activities like dining out, going to the movies or attending sporting events. Instead, consumers want to go back to the basics with items that are economical and have a high play value such as board games. With board games varying so much in complexity, there is something for everyone!

From a simple children's game of Patch's *Pass the Pup*™, to the mind-boggling games like *Know It or Blow It*™, there is an opportunity for all ages and intellects. Research has shown the enormous benefits of family communication and that playing games is a great tool to get the family together. Playing games helps build self-confidence, creativity, critical thinking skills, sharpen vocabulary, increase attention, improve listening and concentration skills, teach positive sportsmanship and much more!

James Allaire, a fourth-year *Million Minute Family Challenge* veteran, agrees that there are many benefits to game-playing and finds it very valuable and rewarding.

"I find that participating in games is like taking fabric and weaving it into a quilt from which we can all take comfort in," said Allaire. "I would recommend the *Million Minute Family Challenge* to anyone because it's good for social interaction; it's a fun thing to do with family members and friends; games challenge the mind and makes one think about problem solving and some games even teach history and or how to interact with others," he said.

Allaire plans to continue participating in the *Million Minute Family Challenge* this year and have more of his friends and family get involved. In fact, Allaire's nephew is getting involved, asking for 12 hours of gaming for his birthday.

Families or groups interested in participating in the *Million Minute Family Challenge* are encouraged to visit www.millionminute.com for sign up information, game ideas, party ideas, fun facts, irresistible snack ideas and beyond! It's been said that life's a game—enjoy it with the *Million Minute Family Challenge*!

In addition to Patch Products, this year's supporters who are helping to bring awareness to the *Million Minute Family Challenge* are KOA®, Great Wolf Lodge® resort locations in the U.S., Blue Harbor Resort™ and Turnoff Week.

About Patch Products

Patch Products, headquartered in Beloit, Wis., is a leading manufacturer and marketer of family entertainment products. Games, puzzles, activity kits, collegiate-licensed foam sports toys and classroom teaching tools are the core product lines. Top-selling brands include *Buzzword*®, *What's Yours Like?*®, *Toss Up!*®, *Swap!*®, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. For more information, visit patchproducts.com.

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