

PATCH®

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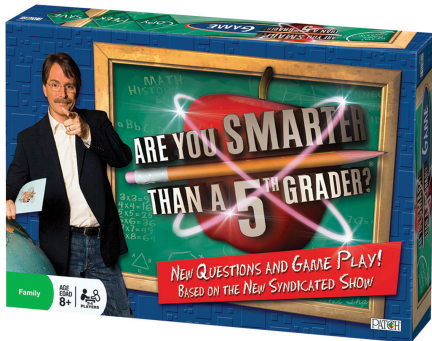
**FOR IMMEDIATE RELEASE**

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**Bring your whole family together with Patch's new  
*Are You Smarter Than A 5<sup>th</sup> Grader?* board game!**

BELOIT, Wis.—Patch Products, a leading manufacturer and marketer of games and toys, is making learning fun again with their new family game, *Are You Smarter Than A 5<sup>th</sup> Grader?*®.



Based on the new syndicated game show with Jeff Foxworthy, this *Are You Smarter Than A 5<sup>th</sup> Grader?* board game features new rules and questions that allows players to play together. The game comes with 600 questions that will challenge your knowledge of grade school subjects and create friendly competition among all generations.

The object of the game is to answer all 10 grade school questions, plus the bonus question, correctly to win the most money and prove that you are smarter than a 5<sup>th</sup> grader. Kids love to see their parents and other adults stumble over the answers to questions from subjects taught in elementary school. But, no need to fret because if you get stumped on questions you always have the opportunity to peek or copy the answers from other players in the game. You can even be saved if you answer incorrectly!

*Are You Smarter Than A 5<sup>th</sup> Grader?* is a lively family game that is based on standard school curriculum and is a wonderful way for kids to learn and review school subjects such as math, science, history, literature, social studies and more! If you're a fan of the show, or like trivia-based games, then this is the game for you! *Are You Smarter than A 5<sup>th</sup> Grader* is for 2 to 4 players ages 8 and up.

For more information on Patch Products and *Are You Smarter than A 5<sup>th</sup> Grader*, visit [patchproducts.com](http://patchproducts.com) or call 1-800-524-4263.

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**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*<sup>®</sup>, *What's Yours Like?*<sup>®</sup>, *Toss Up!*<sup>®</sup>, *Swap!*<sup>®</sup>, *Smethport*<sup>™</sup>, *Lauri*<sup>®</sup>, *Tall-Stacker*<sup>™</sup> and *Wooly Willy*<sup>®</sup>. Log on to [patchproducts.com](http://patchproducts.com) for additional information.

**About Mark Burnett Productions:**

Mark Burnett is a leading executive producer for primetime television, cable and the Internet, and has produced over 1,100 hours of television programming which regularly air in over 70 countries around the world. Burnett has revolutionized television with continuing hits such as “Survivor” (CBS), “The Apprentice” (NBC), the now syndicated “Are You Smarter Than a 5th Grader?” (FOX), which is currently being produced in 55 countries, the daytime syndicated hit “Martha,” and the new hit series “Shark Tank” (ABC); giving Mark different series on each of the four major networks.

Burnett has garnered other current hit cable series in 2009 with “Bully Beatdown” (MTV), “StarMaker” (MTV), and “How’d You Get So Rich” (TV Land). Burnett is starting off 2010 with a bang, producing the 36<sup>th</sup> annual People’s Choice Awards which will air on January 6 (CBS) and the new quiz show “Our Little Genius” airing January 13 (FOX).

In the summers of 2007, 2008, and 2009, Burnett entered the world of award shows, when he served as executive producer for the MTV Movie Awards. Since 2001, Burnett shows have garnered a total of 60 Emmy nominations including two wins for best reality series, along with four People’s Choice Awards, also for favorite reality series. Burnett has been named one of the most influential people in the world by TIME magazine and named TV Guide’s most valuable player. He has won BRANDWEEK’S Marketer of the Year Award, The Brandon Tartikoff Legacy Award, and the prestigious ROSE D’OR FRAPA Format Award. In 2007, Burnett was inducted into the Broadcasting and Cable Hall of Fame. In July of 2009, Burnett was honored by the Hollywood Chamber of Commerce with a star on the Hollywood walk of fame.

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