

**FOR IMMEDIATE RELEASE**

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**Patch Products needs your vote!  
 Love It! Hate It! nominated for a People's Play Award.**

BELOIT, Wis.— Patch Products' newest party game, *Love It! Hate It!*<sup>™</sup>, is such a hit, it's been nominated for a coveted People's Play Award. Now, Patch is asking those who love it to go vote for it!

"Time to Play Magazine," a leading source of information on toys and games, has announced its nominees for the best toys of 2011 in 25 different categories. *Love It! Hate It!* is a nominee for Best Party Game. Cast your vote today by visiting Time to Play's award nominations' page: [www.timetoplaymag.com/peoplesplayawards/2011/](http://www.timetoplaymag.com/peoplesplayawards/2011/).

*Love It! Hate It!* is the game that relies on just how well you know your friends. Do you know what type of super power they would love *and* hate to have? Could you name what celebrity they would love to ask them on a date? How about the '80s fad they would hate to be back in style? Answer those questions and more in Patch Products' hilarious new party game.

Go here to watch a video on *Love It! Hate It!*: <http://www.patchproducts.com/video>



*Love It! Hate It!* is sure to inspire a good time. The fun begins when a player reads a scenario card out loud and waits for his friends to secretly reveal what *they* think he would love and what he would hate in the situation. Players will be surprised by what facts and tidbits their friends remember about them and what words are put in their mouths as answers. The answers, like the questions, can be real-life, to silly, to down-right bizarre.

For more information on Patch Products and *Love It! Hate It!*, visit [www.patchproducts.com](http://www.patchproducts.com) or call 1-800-524-4263.

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>, *5 Second Rule*<sup>®</sup>, *3D Sneaky Floor Puzzles*<sup>®</sup>, *Bed Bugs*<sup>™</sup>, *Toss Up!*<sup>®</sup>, *Swap!*<sup>®</sup>, *Smethport*<sup>™</sup>, *Lauri*<sup>®</sup>, *Tall-Stacker*<sup>™</sup> and *Wooly Willy*<sup>®</sup>.