

FOR IMMEDIATE RELEASE**Contact**

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Patch Products Brings QR Codes to the Game Aisle

Patch adds innovative mobile technology to their packaging to better engage consumers

BELOIT, Wis.— Patch Products, a leading manufacturer of toys and games, announces their broad use of Quick Response barcodes (QR codes) on their packaging to help consumers make informed purchase decisions while shopping.



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QR codes are two-dimensional, digital-patterned squares which open new avenues for building brand awareness by providing mobile consumers the ability to access company information, videos, current promotions and more, in seconds!

QR codes can be scanned by most smartphones using free, downloadable applications. When the unique QR code is scanned from a Patch Products package, the app will immediately direct the user to Patch's website or to a specific video page so shoppers can learn vital information about the game before they buy it!

The use of QR codes is booming. According to a recent survey done by JumpScan, the scanning of QR barcodes increased 1200% in the last six months of 2010. With more consumers using their smartphones for price and product comparison and product information, the use of QR codes was a natural step for Patch.

“QR codes are becoming an increasingly popular marketing tool, allowing us to provide a helpful and convenient resource to our customers while they are shopping,” said Lisa Wuennemann, Director of Marketing at Patch Products. “We are very excited about this new way to quickly put the power of our website and product videos into consumers' hands when they need it most.”

Look for Patch's new QR codes on their *3D Sneaky Floor Puzzles*®, *What's Yours Like?*®, *5 Second Rule*®, *Love It! Hate It!*™, *100 Wacky Things*™ and *Farkle Frenzy*™ games and puzzles.

For more information on Patch Products, visit 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*®, *What's Yours Like?*®, *5 Second Rule*®, *3D Sneaky Floor Puzzles*®, *Bed Bugs*™, *Toss Up!*®, *Swap!*®, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. Log on to patchproducts.com for additional information.