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After Great Success in the U.S., Patch Products' Party Game, 5 Second Rule, Goes International

Patch Products announces international distribution deals with plans to bring 5 Second Rule into more than 30 markets for 2012

BELOIT, Wis.— Patch Products, a leading manufacturer in the toy and game industry, has secured European and Pacific Rim distribution deals for its latest party game sensation, *5 Second Rule*®.

With plans to bring *5 Second Rule* globally into more than 30 markets, Patch has already secured key distribution deals in the United Kingdom, Éire, Australia, Croatia, Czech Republic, Slovenia, Holland, Belgium, South Africa, Sweden, Finland, Norway and Denmark.

“We’re excited to have the opportunity to explore new territories for *5 Second Rule*,” said Brian Maxwell, President of Patch Products. “It’s an incredibly-addicting, fast-paced, humorous game, which is sure to delight new audiences across the world.”

Since hitting retail shelves in June, 2010, *5 Second Rule* has experienced great success, capturing the attention of major reviewers, media and consumers. Already, the eye-catching game was a finalist for the prestigious U.S. Toy Industry Associations Game of the Year Awards, as well as top awards from Disney FamilyFun, iParenting Media, The National Parenting Center and Dr. Toy. In addition, *5 Second Rule* won a "Best New Product Award" at the 2011 U.K. Toy Fair.

This crazy, race-against-the-clock party game has players getting flustered and tongue-tied as they try to spit out answers in 5 seconds. The game comes with questions in a variety of categories ranging from naming super heroes, to types of deodorants, to breeds of dogs. Each question asks the players to name 3 things in 5 seconds, while they race against the fun and unique twisted marble timer that swirls a string of small marbles from top to bottom.

The European version of the game adds even more content and additional board game features including a game board and "Switch" and "Pass On" cards, adding to the excitement of the unique five-second timer!



Any interested international partners should contact Richard Gill, Patch's International Sales Representative, at richard@nhcontractmanagement.com or 240-345-3031 to explore other market opportunities.

For more information on Patch Products and *5 Second Rule*, visit patchproducts.com or call 1-800-524-4263.

For reference to the UK version, visit universitygames.co.uk.

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 Woolly Willy[®]. For more information, visit patchproducts.com.

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