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24 : Fox's Hit TV Show is Now an Explosive DVD Board Game

New York, NY, June XX, 2006 – Fans of Fox's hit TV show, **24™**, now have the chance to play alongside Kiefer Sutherland's Jack Bauer in the new **24 DVD Board Game** from **Pressman Toy Corp. and B1 Games, Inc.** Based on the explosive FOX television show, with an audience of 12.2 million viewers per week and gaining in popularity each season, the **24 DVD Board Game** will offer edge-of-your-seat action that mirrors the excitement of the hit show.

Your mission is simple: as one of CTU's leading agents you will need to work with Jack Bauer to diffuse terrorist threats in 24 hours. Players will race against time and each other to collect clues and succeed at on-screen mini-game challenges narrated by Keifer Sutherland. As a terrorist act sets the game in motion, players get a briefing from CTU and find a number of clues that hint at the terrorists' future objective. Each player decides which clues to follow, leading them on separate paths to different locations around the game board.

Based on the clues selected, some players are provided with vital information and others are led to dead ends or misleading paths, **while a virtual 24-hour timer counts down to the terrorist act the players are trying to prevent.** **Players can also visit the virtual CTU office where they can analyze data.**

The clock is ticking—can you stop the terrorist threat in time?

The 24 DVD Board Game will be available at **Wal-Mart, Target, Toys 'R Us, K-B, Meijer** for \$29.99 and is designed for teens and adults.

About Pressman

Pressman Toy Corporation, a leading game manufacturer in the United States, was founded in 1922. One of the first companies in the industry to begin licensing popular characters and content for toys and games, Pressman has created games and puzzles based on Scooby-Doo, The Simpsons, as well as Deal or No Deal, Who Wants to Be A Millionaire, Jeopardy! and Wheel of Fortune. Pressman has also released many strong brands that consumers have enjoyed for generations: Rummikub, MASTERMIND and Tri-Ominos. Further information on Pressman can be found at www.pressmantoy.com

About B1 Games

B1 Games represents the best in innovative, interactive and immersive DVD game entertainment. The B1 Games award winning team is dedicated to all aspects of DVD production including game design, package design, authoring and replication, ensuring

that each game is of the highest quality. B1 Games continually pushes the limits of technology and creativity to achieve a game experience that is fun and exciting. The name “B1” symbolizes our belief in bringing families and friends together for a truly interactive shared experience.

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