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Contact: Joseph Vasquez/Lindsay Lipsitz  
G.S. Schwartz & Co. Inc.  
212-725-4500  
jvasquez@schwartz.com  
llipsitz@schwartz.com

## **DISCOVERY CHANNEL'S *AMERICAN CHOPPER*<sup>™</sup> DVD BOARD GAME RIDES INTO RETAIL STORES**

**New York, NY, June XX, 2006** – Do you have what it takes to hang with America's favorite motorcycle family, the Teutels? American Chopper fans can now join Paul, Sr. and his design team as they build their own custom choppers and compete against others in building the ultimate chopper. The *American Chopper* DVD Board Game is now available at Macy's, eToys.com, Toys "R" US and other leading online and retail stores for \$29.99.

The interactive DVD Board Game, from Pressman Toy Corp. and B1 Games, Inc., brings players into Orange County Choppers (the bike shop where the show takes place) to face numerous tasks, tight deadlines, unexpected surprises and the wrath of Paul, Sr. himself. It also features hundreds of challenges, games, trivia and clips.

Hosted by Mike Rowe, the official voice of *American Chopper*, the game is designed for two or more players ages 8 and up. Each space on the game board corresponds with onscreen action. In order to win, players must earn bike parts in each of six different production stages by answering questions that test their knowledge and skills.

While building a chopper, players are subjected to random interjections from the Teutuls, which can cause them to change their course. If a player misses a challenge, he can get called in to Paul, Sr.'s office.

*In the end, the winner proves that he/she is worthy to work at American Chopper.*

### 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](http://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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