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**THE WORLD IS WAITING FOR YOU:
EMMY® AWARD-WINNING *AMAZING RACE*™
ANNOUNCES DVD BOARD GAME**

New York, NY, June XX, 2006 – Fans of three-time Emmy® Award-winning reality television show, *The Amazing Race*™, finally have the chance to compete in a race-against-the-clock, around-the-world challenge in the comfort of their own living room. This fall, *The Amazing Race*™ DVD Board Game from Pressman Toy Corp. and B1 Games, Inc, will be released. The game will be available at Wal-Mart, Target, and Toys “R” US for \$29.99 and is designed for ages 8+.

More than just a board game, *The Amazing Race*™ DVD Board Game is an interactive experience that utilizes innovative DVD technology to allow players to take part in a cultural odyssey across the globe. Narrated by the series’ host, Phil Keough, *The Amazing Race*™ DVD Board Game takes players to the world’s most fascinating sights and allows them to experience sounds of exotic locales around the world.

Each player becomes part of the fast-paced action as Detours, Road Blocks, Fast Forwards and other parts of the show are brought to life on screen. *The Amazing Race*™ DVD Board Game, like the TV series, is full of surprises around every turn.

Packed with hundreds of challenges and activities, *The Amazing Race*™ DVD Board Game is a different game every time you play, and future add-on packs will give players a new experience season after season. So, good luck and of course, travel safe!

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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