



**ADMAGIC, ONE OF THE LARGEST US INDIE GAME PRINTERS, ANNOUNCES
NEW PUBLISHING ARM, BREAKING GAMES, AT TOY FAIR 2015
Printer of *Cards Against Humanity* and *Exploding Kittens* Partners with More Than
15 Game Developers To Bring Games To Retail With Augmented Reality Layar Technology**

NETCONG, NEW JERSEY (February 12, 2015) – [Ad Magic](#), one of the largest indie game printer in the US and the company that printed [Cards Against Humanity](#) and will print [Exploding Kittens](#), announced today during Toy Fair 2015 (Booth 6447) that they launched their publishing arm, called [Breaking Games](#). At launch, Breaking Games has more than 15 games that they are partnering with to print, manufacture and publish, many with the amazing augmented reality [Layar](#) technology, which will revolutionize the retail space.

“Ad Magic has always had a vested interest in our gaming partners, and with Breaking Games, we will take that partnership a few steps further,” said Shari Spiro, CEO of Ad Magic and Breaking Games. “By launching Breaking Games with more than 15 other independent game designers, it shows that our partners believe in what we’re doing and want to be a part of it, especially with the augmented reality Layar technology we’ll be employing at retail. It will literally be a game changer.”

Using the augmented reality Layar technology, consumers will be able to scan the face of any game box published by Breaking Games with their mobile devices, where they will see and hear:

- Video of an unboxing of the game’s contents
- One round of game play
- Message from the game designer

“There is nothing like this in the tabletop market, especially at retail,” continued Spiro. “Ad Magic has always had the mindset of being a trailblazer, and using this kind of unique technology to bring an amazing experience to consumers is just another way we’re leading the charge.”

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In an unusual move, Breaking Games is bringing all of their independent game designers with them at this year's [Toy Fair](#) from February 14-17, 2015, at the Ad Magic / Breaking Games **booth, 6447**. Each designer will have their own table within the booth, where they will explain and demonstrate their games, including:

- **Adjitation:** 64 cubes with different adjectives on all sides and 13 family-friendly games to play with them for 1-8 players. Shake the cubes in the ADJitator (box) and you are ready to play!
 - Target Age: 9+
 - MSRP: \$30.00
 - Launch Date: May 2015
- **Appalachian Trail:** Perfect for families, scouts, teachers and hikers, this fun new board game integrates no trace camping, backpacking skills, plant and animal ID, first aid, essential gear, and more.
 - Target Age: 8+
 - MSRP: \$25.00
 - Launch Date: Available now
- **Billionaire Banshee:** Would your friend date a Billionaire Banshee? Would your mom spend the rest of her days with a narcoleptic who has a pet unicorn named Mr. Cinnamon? It's going to be critical that you know, or guess correctly!
 - Target Age: 18+
 - MSRP: \$15.00
 - Launch Date: Available now
- **Circular Reasoning:** Circular Reasoning is a two to four player game where players race each other to get all their tokens to the center of a circular board. The board alters itself as the game presses on, impacting how players interact with each other.
 - Target Age: 12+
 - MSRP: \$30.00
 - Launch Date: May 2015
- **Cupcake Deck:** A casino-quality custom playing card deck featuring a unique cupcake image on each of the 54 playing cards.
 - Target Age: 4 and up
 - MSRP: \$12
 - Launch Date: May 2015
- **Dollys Bookworm:** Players try to find the Bookworms hiding in a bookshelf of over 30 books. By asking Yes or No questions, books are removed from the shelves, narrowing the choices until the Bookworm is found!
 - Target Age: 3+
 - MSRP: \$49.99
 - Launch Date: Available now
- **Funemployed:** Funemployed is the satirical job application party game for three or more players. Make your best pitch for different jobs using four qualifications not fit for any real job interview.
 - Target Age: 13+
 - MSRP: \$30.00
 - Launch Date: March 2015

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- **Funny Mix:** Created by a teacher, this patent-pending card game consists of 14 SUPER HEROES whose NAMES are REAL WORDS! Learning the sounds and letters of the alphabet and how to blend them into 3-letter and 4-letter words has never been this much fun before!
 - Target Age: 4-7
 - MSRP: \$14.99
 - Launch Date: Available now
- **Game of 49:** Start the game with \$49 and a supply of chips. Draw and auction number cards. Highest bidder for each card places a chip on the matching board space. Claim four spaces in a row in any direction to win.
 - Target Age: 10+
 - MSRP: \$25.00
 - Launch Date: Available now
- **Hogger Logger:** This is a family fun card game where players must correctly guess whether the next Number card is higher or lower, or in the world of lumberjacking pigs, "Hogger" or "Logger."
 - Target Age: 7+
 - MSRP: \$14.99
 - Launch Date: Available now
- **Letter Tycoon:** Build words, buy letters and score big! Use your hand of seven cards plus any of the three community cards to make a word worth valuable money and stocks. Collect letter patents to earn royalties and invoke unique privileges.
 - Target Age: 8+
 - MSRP: \$29.95
 - Launch Date: May 2015
- **Mobscenity:** Mobscenity is a simple, yet deliciously horrible card game. Every round, the current Master plays two cards with innocent words from their hand and creates a phrase.
 - Target Age: 17+
 - MSRP: \$14.95
 - Launch Date: Available now
- **POOP:** Take turns pooping but don't clog the toilet! POOP is a where the first player to run out of cards wins!
 - Target Age: 6+
 - MSRP: \$10.00
 - Launch Date: Available now
- **Twirk:** Be the first player to win a specified number of rounds by building words out of letters found on cards and dice!
 - Target Age: 7+
 - MSRP: \$15.00
 - Launch Date: May 2015
- **What the Food:** This is a fast-paced card game for three to eight players capturing the experience of a classic cafeteria food fight! Pick up food, throw funny combos at your opponents and duck to avoid "humiliation" points from flying food impact.
 - Target Age: 8+
 - MSRP: \$24.95
 - Launch Date: Available now, with a new version out in May 2015

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- **Word Shuffle:** This is a spelling game - but one that can be played in English, French and Spanish. Words are scored based on letter value and use of wild cards and words from all three languages can be played simultaneously
 - Target Age: 5+
 - MSRP: \$15.00
 - Launch Date: May 2015

“I am a true believer in spending quality face-time with my friends and family for entertainment rather than being glued to a screen,” concluded Spiro. “Bringing all these hilarious, fun, creative games to the masses is what we are all about.”

For more information, please visit:

- **Toy Fair:** Booth 6447
- **Website:** <http://breakinggames.com>
- **Facebook:** <https://www.facebook.com/admagic.advertising>
- **Twitter:** https://twitter.com/ad_magic

About Ad Magic

Ad Magic is one of the fastest-growing and most successful independent custom tabletop game printers in the United States. Ad Magic has printed more than 10 million customized card and board games, including the incredibly popular and ubiquitous game, Cards Against Humanity, and is an advisor and printer for Exploding Kittens, the most successful fundraising campaign in Kickstarter’s history.

For more information about Ad Magic go to <http://www.admagic>.

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