



FACT SHEET

Ad Magic (<http://www.AdMagic.com>) is one of the fastest growing and most successful independent custom tabletop game printers in the US. Ad Magic has printed more than 10 million customized card and board games, including the incredibly popular and ubiquitous game, Cards Against Humanity.

About Ad Magic:

- Launched in 1998 by Shari Spiro, Ad Magic began to manufacture custom playing cards, poker chips, unusual promotional items and board games for such prestige brands as: HBO, A&E, Delta Airlines, *The Wall Street Journal*, *New York Magazine*, Applebees, *National Geographic*, McDonalds, and many more.
- Throughout the years, Ad Magic has also manufactured and printed customized games for household names like: Symantec, Ford, Garth Brooks, Steve Miller Band, Lollapalooza, Wells Fargo, Walt Disney, NBC Heads Up Poker, NPR's This American Life, Air BnB, Linked In, ABC Family, Crown Royal, Game of Thrones, The Chippendales, The Wynn in Vegas, The Luxor Hotel in Vegas, Tom Hanks, and *even the CIA*.
- The call from Cards Against Humanity in 2011 to print their kick starter game cemented Ad Magic's position in the game community as an indie game printer, and the company continues to work filling the ever growing needs of kick starter clients worldwide.
- In addition to printing tabletop games, Ad Magic has more than 20 years of experience in the promotional products industry. Ad Magic has manufactured millions of personalized promotional items for such top brands like: Intel, Wells Fargo, Chipotle, HBO, The Dave Matthews Band, and Kid Cuisine.

Current and Future Games:

Below is a sample of Ad Magic's current clients:

- **Cards Against Humanity:** A multiplayer party game available in published hardcopy via purchase and as a free download that players can print off to create their own cards via print shops, the game was developed from a successful partnership with Ad Magic via a Kickstarter campaign, and has since received national acclaim for its simple concept backed by by satirical, mature content.
- **Poop the Game:** It's a Kids' Game! It's a Drinking Game! Just not a Kids' Drinking Game. Poop is an UNO-like game where the first player to run out of cards wins. Take turns pooping but don't clog the toilet! Some cards make players perform crazy acts. Poop is playable with up to 10 players with the Expansion Deck.
- **Game of 49 :** "The Game of 49" combines the classic tabletop components of board, cards, chips, and play money with a familiar four-in-a-row objective, but delivers a novel gameplay experience built around a series of auctions. Each player begins the game with \$49 cash. Number cards are drawn and auctioned, with the winning bidder for a card placing a chip on the matching board space. The first player to claim four spaces in a row, in any direction, wins the game.

Current and Future Games:

- **What the Food?!**: This is a fast-paced card game for 3-8 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. When any player reaches 10 humiliation points, someone has "alerted the principal" and the fight is over at the end of that round. The winner is the person with the LOWEST humiliation score.
- **Funemployed**: Funemployed is the satirical job application party game for 3 or more players. Make your best pitch for different jobs using four qualifications not fit for any real job interview. Creativity and the ability to spin a good story are key. After all players have had their "interview," the interviewer selects the person who created the best story out of their qualifications. That person wins the card and a new round starts. It's not always easy to explain why Fairy Dust, Jacked Forearms, Treats, and a Time Machine make you the most qualified to be a Competitive Eater, but we have faith you can do it.
- **Amberden Affair**: Players take on the role of footmen serving in a party at the esteemed Amberden Manor. Players draw order cards throughout the game, and each order indicates what item is requested, where in the room you'll find it, and which dignitary in the room has made the request. Moving simultaneously, players move about the room, receiving orders, gathering items, and delivering the items to dignitaries. One player will secretly be given the role of the Miscreant Impostor. It is his duty to poison each of the three dignitaries without getting caught. The most intriguing aspect of The Amberden Affair is that the tension exists between players not just in the world of the game, but also face-to-face at the table.

Social Media Channels:

- Facebook: <https://www.facebook.com/admagic.advertising>
- Instagram: <http://instagram.com/admagicplayingcards>
- Twitter: https://twitter.com/ad_magic
- Web: <http://www.admagic.com>