

Media Release
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KIWI COMPANY LAUNCHES RUGBY WORLD CUP 2011 GAME

Rugby World Cup 2011 Official Licensee and award-winning Kiwi board game company IQideas has launched the Official Rugby World Cup 2011 game, **Five Men Standing**.

IQideas, New Zealand's fastest-growing, independently owned game-design company was awarded the license to produce the Rugby World Cup 2011 game. IQideas is best known for its award-winning educational family boardgames including The Amazing Moa Hunt and Toppletree.

"We're very pleased to partner with IQideas. **Five Men Standing** is a great game, and a wonderful souvenir from RWC 2011 for rugby fans of all ages to enjoy," says Clare Harker, RWC 2011 representative for Licensing In Motion, Master Licensee for RWC 2011

Five Men Standing was co-produced and invented by IQideas joint founder Andrew Baker and game designer, Minty Hunter with original imagery produced by Wairarapa artist Bek Farr. It takes its name from the tight five in a rugby scrum.

"**Five Men Standing** is a fast easy to play game for all age groups. It's ideal for lovers of the glorious game and those who've never held a ball in their hands! Fast paced, competitive and with no sissy turn-taking this is a game of frantic action and fun," says Andrew Baker, Managing Director IQideas Ltd.

Each box includes two teams from Rugby World Cup 2011 participating countries. A perfect Christmas gift, **Five Men Standing** is now available to purchase from Whitcoulls and other leading toy and game retailers, RRP \$49.95. Expansion packs with other teams will also be available to purchase for RRP \$14.95. All 20 teams competing will be represented in **Five Men Standing**, either in the main game box or as additional country packs.

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About IQideas Limited:

IQideas is the fastest growing, independently owned game design company in Australasia. Headquartered in Havelock North, the family-owned business is committed to developing award-winning products that educate and entertain.

IQideas manufactures and distributes a range of unique products including award-winning and highly popular family geography board games The Amazing Moa Hunt and Mammoth Hunt, and mathematics strategy game, the miQube.

IQideas manufactures and distributes over 20 games including:

- Toppletree
- The Great Goanna Hunt
- The Terrific Tuatara Trail
- Monkey Mayhem
- Foursite
- Cognition
- Frogmail

IQideas also licenses nine other products. www.iqideas.com