

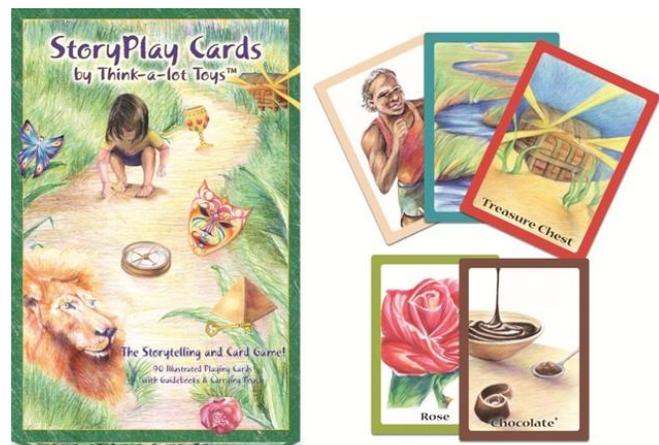
For Immediate Release  
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## STORYPLAY CARDS BY THINK-A-LOT TOYS™ A VERSATILE DECK FOR ALL OCCASIONS

### *Think-a-Lot Toys Introduces New Card Game At American International Toy Fair*

Boulder, CO (December 17, 2009) – When you want to turn to a card deck that is both amazingly beautiful and exceptionally versatile, parents and kids will be excited to turn to StoryPlay Cards by Think-a-lot Toys™. StoryPlay Cards is amazing because it can be used for storytelling, playing a wide variety of card games and starting great conversations—making it a card game so versatile that kids will always be excited about it no matter how many times they play it.



The card deck has 90 beautifully illustrated cards in 11 different categories (or suits). There are 8 cards per suit, making 88 regular cards. And there are 2 wild cards to add intrigue to the games, the stories and the conversations.

Imagine telling stories and playing cards with a deck that has these 11 different categories (or suits): People, Animals, Elements, Power, Love, Journey, Skills, Creations, Nature, Food and Symbols. Each card has symbolic images from around the world (e.g., Knight, Swan, Earth, Sword, Ring, Tunnel, Shadow, Rainbow, Sea, Chocolate, and Pyramid). And, each card comes with its own short summary and a meaningful question to ponder (listed in the guidebook).

You can use these cards to tell stories and engage your creative imagination. You can use them to play card games like Spoons, Poker, Sets, Concentration, Match Up, Battle, Speed, Animal Slap and more. Or, you can use them to engage in thoughtful conversation by choosing the card or cards you are attracted to and talking about what they mean to you.

There are many possibilities for using this fun and multi-faceted card deck. Come on by booth #6445 at this year's American International Toy Fair and see the beauty and magic in this groundbreaking new deck of cards.

*StoryPlay Cards* by *Think-a-lot Toys* will be available at stores nationwide in the Spring of 2010 and will have a suggested retail price of \$19.99. They are recommended for kids 8 and up.

Obviously, we like our game – but so do other folks, and here what a few of our play testers have said:

- *“This card set is a revolutionary multi-tasker with beautiful illustrations and is ‘chock-a-block’ with fun. This game is sure to delight people of all ages.”* —Noelle E., 9 year old
- *“It was great to play games with such a beautiful set of cards. The illustrations are gorgeous and fun to look at.”* —Audrey M., Mom
- *“The card set is beautiful, thoughtful and makes you think about our world. The images are a great way to remember the things in your life you are grateful for and some things to aspire to.”*—Angela L., Mom
- *“StoryPlay Cards encourages creativity and imagination and takes traditional card games to a whole new level.”*—Jeannine E., Mom

### **About Think-a-Lot Toys**

Think-a-lot Toys was founded in 2005 by Randy Compton who came up with the idea for Think-ets after seeing how much his daughter Meryl loved playing the game “What’s Missing?” using her dollhouse miniatures. Completely new to the toy industry but not new to innovation and challenge, he launched the product formally in the fall of 2007 to members of the American Specialty Toy Retailers Association and sold a thousand. At the International Toy Fair in New York in February 2008, Think-ets was listed as the top game/toy for the entire show by the toy reviewer at About.com. By then, Think-ets had already won five awards and was on its way to being a best seller.

Think-a-lot Toys products can be found nationwide at over 500 U.S. specialty retail stores and in specialty catalogs and websites.

For more information call Think-a-lot Toys at 303-449-2737 or visit their website at [www.think-a-lot.com](http://www.think-a-lot.com).