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THIS JULY 4TH, ALTIUS GAMES IS SHOWING THEIR SUPPORT IN DULUTH

Williamsville, NY- With less than a year to go before the 2006 Winter Games, Altius Games wants to invite the nation to share in their motto- "Support- Play-Learn"-, which encourages people to support the U.S. Olympic Team, play through the Olympic 5/rings, testing their knowledge while competing with family and friends, and learn how the Olympic Movement inspires everyone around the world.

In the spirit of support, Altius Games will be celebrating Independence Day at this year's 4th Fest in Duluth, Minnesota, to provide celebrators with a sneak peak of the "Olympic Challenge", prior to the kick-off of its "Take the Challenge National Tour".

The "Olympic Challenge", is an Olympic based trivia board game, the first of its kind and the first to be officially licensed by the United States Olympic Committee.

The game may be played individually or in teams from two to twenty people, and involves winning gold, silver and bronze medals. Players travel through the Olympic 5/rings answering trivia questions from five feature categories: Countries, Athletes, Rules & Records, Events and Olympic History. To win, a player must be the first to collect a gold medal in each of the five categories and then race to the finish line. Players can choose from multiple game versions, easy for beginners to challenging for trivia and Olympic enthusiasts.

The game will retail for \$29.95 U.S, and will be available July 1st 2005. Olympic Challenge can be found at Footlocker.com, in participating Olympic retail outlets, and will be appearing in retail outlets throughout the country. Additional information and upcoming tour dates available at www.altiusgames.com

Fun Facts:

- 81% of women and 78% of men watch the Olympic Games.
- The U.S. has hosted the Olympic Games more than any other country (8 Times).
- The Olympic Games are viewed by 88% of girls and 82% of boys aged 8-17 years.

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