



January 11, 2006

## OLYMPIC CHALLENGE, THE BOARD GAME, AVAILABLE IN K-MART

Williamsville, NY- In the spirit of the Olympic Winter Games, and in the support of the U.S. Olympic Team, Altius Games will be celebrating the launch of **"Olympic Challenge" into K-Mart stores across the United States**. An expected on-the-shelf date is February 1, 2006, just in time for the Olympic Winter Games in Torino, Italy.

With the Olympic Winter Games just on the horizon, 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.

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 of 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.

**"Olympic Challenge"** is currently available in retailers and online stores across the United States. For additional information you are invited to visit [www.altiusgames.com](http://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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