



For Immediate Release

January 1, 2007

Contact

Brenda Sullivan – brendasullivan@mac.com
(858) 391-3029 office (858) 945-4884 mobile

Visit www.zobmondo.com to download:

- Photos of game box tops and game boards
- Game creator and publisher Randy Horn
- Ladybug game creator Kylie Copenhagen

**ZOBMONDO!! ENTERTAINMENT'S "WOULD YOU RATHER...?"
GAME CONTINUES TO DELIGHT
*Appropriate for All Ages***

(Los Angeles, California) – Zobmondo!! Entertainment's "classic" version of its popular "Would You Rather...?" game continues to spur wild and wacky conversations among families and friends. Designed for ages 12 and up, "Would You Rather...?" Classic continues the Zobmondo!! tradition of asking players to choose between two uncomfortable choices. Some examples:

- *Would you rather...* have five bottles stuck on the fingers of one hand for a year **-or-** a bucket stuck on your foot for a year?
- *Would you rather...* wake up to find your neck has grown five inches longer **-or-** that your rear end has doubled in size?
- *Would you rather...* not know how to count past 100 **-or-** not know the entire alphabet?

Players are asked to discuss and debate their answers and then guess which choice the group is most likely to pick. Game questions center around the bizarre and can be mind-bending, yet are guaranteed to get people talking and thinking.

"You'll never be at a loss for something to talk about with a stock of "Would You Rather...?" questions up your sleeve," said Randy Horn, game creator and president of Zobmondo!! Entertainment. "People really enjoy the chance to push the limits of their imaginations."

"Would You Rather...?" Classic is available at Target, Barnes & Noble and Borders Books & Music. All Zobmondo!! games can be found online at www.target.com or www.zobmondo.com. Retail price is \$24.95.

Page 1 of 2

-more-



About Zobmondo!! Entertainment

Founder Randy Horn has been asking people ridiculous questions since his college days. Back then the most frequently asked question was "How much money, in cash, would it take to get you to eat a live, kicking, two-inch cockroach?" Randy and his friends could put off their studies for hours discussing this one crazy question.

Randy asked this exact question in casual conversation years later upon arriving at UCLA for graduate school. His friends took the bait and another entertaining and ridiculous conversation erupted, along the lines of "Would you rather bite the curb and get kicked in the back of the head -OR- get a paper cut on your eyeball?"

Later, during a blind date with another couple, Randy had a revelation that these types of questions would make a great board game. The understandable pressure to keep conversation going and an unfortunate bout with drowsiness (UCLA's Anderson School of Business had Randy burning the candle at both ends), prompted him to start asking his ridiculous questions. Magic happened again! The conversation came alive with much laughter or just as often, groaning. The food servers joined in – Randy was astounded at the consistent transformation among his friends each time these questions were posed.

Randy spent the next year conceiving the game's play pattern – a business plan course at UCLA provided the last step toward the game's true viability. He fought his reluctance to discuss his crazy dream among aspiring entrepreneurs bursting with ideas for new medical treatments, ergonomic computer equipment, and other serious businesses. Although viewed as somewhat insane by classmates and professors, Randy forged ahead with the attitude that "at least he would learn how to write a business plan." Soon his plan was judged by venture capitalists, angel investors and other successful business people. Zobmondo!! was a hit and a business was born.

Randy decided to pursue Zobmondo!! full time after his 1997 graduation. Zobmondo!! quickly became a Cinderella story at the Anderson Business School and Randy's games have started party conversation ever since.

Page 2 of 2

#

Zobmondo!! Entertainment products

- **"Would You Rather...?" Twisted, Sick and Wrong**
For adults, 4+ players
Board game contains ice-breaking content meant to inspire hilarious discussion. This version includes "challenge" play. Edgy content, not for the easily squeamish.
- **"Would You Rather...?" Classic Version**
Ages 12 to adult, 4+ players
Board game contains content appropriate for all ages and continues tradition of funny, outrageous and thought-provoking questions.
- **You Gotta be Kidding! The Crazy Game of "Would You Rather...?"**
Ages 7 to 12, 2+ players
Board game with "red hot chili pepper" electronic feature. Includes kid-size drawing and treasure hunt challenges. Age-appropriate gross-out questions.
- **The Ladybug Game**
Ages 3 and up, 2-4 players
Board game featuring four lovable ladybugs swept away by a storm eager to get home. Created by real life six-year-old, Kylie Copenhagen of California.
- **Zobmondo!! Outrageous Book of Bizarre Choices and You Gotta Be Kidding! The Crazy Book of "Would You Rather...?" Questions**
All ages
Pocket books designed to inspire hilarious discussion. Exciting trivia collection.

Available at www.zobmondo.com

