



**ZOBMONDO!! ENTERTAINMENT INTRODUCES YOU GOTTA BE KIDDING! –  
THE CRAZY GAME OF “WOULD YOU RATHER...?” FOR KIDS 7-12**  
*Wacky Gamemaker Launches New Gross Out Game for Kids*

(Los Angeles, California) – Zobmondo!! Entertainment, makers of the “Would You Rather” line of games, has launched a new version for younger children: You Gotta Be Kidding! The Crazy Game of “Would You Rather...?”

“Kids have always loved ‘Would You Rather...?’ It’s a natural fit for their lively view of the world we live in,” says creator Randy Horn. “So we created a version for kids with lots of gross out questions and age appropriate activities, like drawing and treasure hunting. It’s fun to watch their imaginations rule and confidence build as they get comfortable standing up for their choices while laughing the whole time.”

“You Gotta Be Kidding!” can be completed in 30 to 45 minutes and only requires two players vs. four with most other games. The game gets kids and grown-ups thinking, laughing, reasoning and having a blast making goofy decisions and completing the wild “Would You Rather...? Challenges. Best of all, kids have fun speaking up for a change, instead of always saying “I don’t know.” Sample questions include:

- *Would you rather...eat a bucket of apple stems -or- eat 20 banana peels?*
- *Would you rather... be able to fly -or- be able to become invisible?*
- *Would you rather... be covered in itchy scabs for a month -or- have popcorn kernel shells stuck in between every tooth for a month?*
- *Would you rather... run across a hungry alligator's back -or- run underneath an angry elephant?*
- *Would you rather... choose to see your future without being able to change it -or-know everyone else's future and not be able to tell them?*

Horn has tapped into American’s continuing love affair with board games. According to the Toy Industry Association, game and puzzle sales exceeded \$2.4 billion in 2005 (the most recent year statistics are available). That’s more than eight board games for every single American!

“You Gotta Be Kidding! is available at Barnes & Noble, Fred Meyer or The Discovery Channel Store. All Zobmondo!! games can be found online at [www.target.com](http://www.target.com) or [www.zobmondo.com](http://www.zobmondo.com). Retail price is \$19.95.

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### 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.

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### 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](http://www.zobmondo.com)