



Press Release  
For Immediate Release

## Our Games Are Classics

Share the tradition this holiday season!

**Montreal, October 29<sup>th</sup>, 2009** - Board games and traditional games never go out of style. People are always looking for an opportunity to cherish the moment, relax, have fun and spend time with their loved ones—and playing a game is the ideal way to combine all these elements.

Many people believe that kids today spend too much time watching TV or playing video games. Why not show them how much fun classic games are instead? For over 35 years, Bojeux has been making it possible for families to share good times together. The company develops games and toys that are always entertaining and that make excellent gifts.

Enjoy them on your own, with family or among friends.

**Board games exercise your brain, sharpen your reflexes and enhance your powers of concentration.**



(French, English and junior version)

Whether you're four years old or 99 years young, this board game is sure to stimulate your neurons. Have fun while enhancing your learning ability, improving your memory and harnessing your innate mental power. It's perfect for keeping your brain active!



### Observation, Chance and Strategy Games

Who hasn't played *Double Series*, *Super Tock*, *Pinnochi* or *Cribbage*? These games, like family history, are passed on from one generation to the next. It doesn't take long to master them: once you teach them to your kids, they'll quickly develop into formidable opponents. And they're a surefire success with teenagers—the competitive aspect eventually wins over even the moodiest adolescents.



### Sand Bag Game

Sand bag games like *Champion* and *Baseball* allow you to hone your concentration and coordination. Then there's *Bagazoo*, with its colourful beanbags featuring animal motifs. There are eight different ways to play this game—whichever one you choose, you can bet that it will be fast-paced and exciting, and you'll need the agility of a panther to win!



**Games teach you to be patient and expand your mind.**



With *Matchitecture*, you can create 3-D sculptures using wooden microbeams. There are many models available to suit your tastes, whether you're a hobbyist, engineer or beginner. Reproduce landmarks like the CN Tower or Empire State Building, construct bridges or assemble vehicles. Thousands of enthusiasts are sharing their creations online—maybe you can join them?



## Castorland Puzzle

Puzzles are universal: everyone knows how it feels to concentrate on a jigsaw, mouth open, tongue out, oblivious to everything else while you search for the right piece. Bojeux distributes a wide variety of puzzles for adults, ranging from 500 to 3,000 pieces and depicting extraordinary scenes, stunning landscapes and beautiful still lifes. For children, there are puzzles featuring enchanting fairies, endearing animals and characters from their favourite stories. These are available in mini, regular and floor formats, ranging from 20 to 260 pieces. Give them a shot: there's nothing more satisfying than putting that final piece in place!



## Roll O'Puzz

Did you know that you can store your unfinished puzzle thanks to *Roll-O-Puzz*? No more taking over the kitchen table for a week while you work on your masterpiece—instead, use *Roll-O-Puzz* to put your puzzle away intact, and bring it out whenever you have a moment to spare.



## The Company

Bojeux is a Quebec-based family business that designs and produces stimulating, non-violent, hobby-style games and toys. A proud ambassador for local toy production, the company continues to manufacture many of its games in Canada. Besides its own lines, Bojeux is the Canadian distributor of the Ouaps (France) and Castorland (Poland).

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