



Bojeux revives the famous **MATHABLE** board game

New deluxe version available everywhere in October

Montreal, Monday, October 1, 2007 – It's the subject of numerous blogs and the object of volumes of online auctions. It's a reference. An essential. And it's a game that has become almost extinct today. It's **Mathable**. Twenty years after its invention, and by popular demand, the famous mathematical equations game is making a comeback thanks to Bojeux, a toy and game manufacturer from Quebec. So, whether you are a math genius or need an abacus to add $2+2$, here is a game that will trigger the most "calculating" passions yet!

The most popular number strategy game in the world, **Mathable** is much more than a simple game. It's an event. Invented in Quebec in 1987, later introduced in Europe in the 90's, and immediately adopted by the public, **Mathable** (also known as MixMath) has disappeared from store shelves in the past few years due to licensing issues. But thanks to the hordes of fans, and the collective power of the internet, the game has not been forgotten. And so, even before its official launch, the new deluxe wooden version from Bojeux is already a classic!

So what exactly is **Mathable**? It is a mathematical equations game which uses a grid where players place their number tokens. The numbers represent the results of various basic math operations (addition, subtraction, multiplication, division). At any moment, players can end up on any of the restriction or reward squares, which make for an even more exciting game. The player with the most points wins. It's a rare thing for a game like this to keep players' interest, but try it out for yourself! You will be amazed what buckets of fun this game is whether you are playing in 2's, 3's or 4's.

Remember your multiplication tables? Get ready for the return of the famous math equations game, Mathable. For 2 to 4 players, for those 9 to 99. Available in all toy stores in October 2007, at \$24.99.

For over thirty years, Bojeux has designed, developed and manufactured fun, stimulating and non-violent games and toys. They have given us the famous Tutti Frutti modeling dough, the creative Play Art products, Matchitecture, the Roll-O-Puzz, which is an essential accessory for all puzzles, and Yum, the star of Quebec's board games. Bojeux is also a distributor of these brands in Canada: Nathan (France), Ouaps! (France), Diset (Spain) and Castorland (Poland). **For more details, visit www.bojeux.com or dial 1-800-463-6181.**

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