

At Bojeux, cats, mice and little pigs all play together!

This spring, challenge your agility and your creativity!

Montreal, March 26, 2008 – Are your children bouncing off the walls? Are you out of ideas for games that engage their minds? Never fear, Bojeux has plenty of good ideas for you!

Pichenotte Junior: One box, two games!



Inspired by tradition, designed for children!

This spring, Bojeux is releasing Pichenotte Junior, a children's version of one of the great classic games, pichenotte. Gorgeously illustrated, this colorful game will brighten up your family moments. The goal of the game is to be the first team of Mice to hide all their cheese, without being caught by the cat! Children develop their manual dexterity and visual acuity, while learning to play as a team. Guaranteed fun for everyone!

The Mouse Game : Strategy and observation!

Under the floorboards is where the Mice hide their treasure.

The two teams of Mice must navigate the spiral-shaped tunnel to carry their cheese to their hiding place at the centre of the game. The team of Mice with the most cheese accumulated when the game is over wins the match. But be careful! There will be many obstacles along the way and you will have to take shortcuts to arrive at the central hiding spot as fast as possible. Above all, beware not to wake the cats, they might catch you! The game is over when all four Mice from the same team reach the square at the centre of the game.

Two games in one box, for your children's pleasure (you can also add a higher difficulty level for Pichenotte Junior)

2 to 4 players, alone or in teams

Ages 6 and up

Available in specialty toy stores

Price: \$50



Paint-Your-Own Piggy Bank

Do you want to teach your children to save their money? Why not start by offering them their very own piggy bank to paint according to their taste and imagination? Your children will love to decorate this little porcelain piggy and, who knows, may be all the more eager to fill it with their savings!

Ages 8 and up

Includes a paintbrush and 6 containers of water-based paint for porcelain

Price: \$11.99

Available at DeSerres and in specialty toy stores

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). The company counts a hundred employees.

For more details, visit www.bojeux.com or dial 1-800-463-6181.

- 30 -

Source : Bojeux
514-355-4444, info@bojeux.com or www.bojeux.com

Media relations: Isabelle Caron, relationniste
Tel. : 514-270-7651
Cell. : 514-918-3680
icaron@poc.ca