



Days of Wonder announces Fictionaire™ - the Quiz Game with a Whiff of Truth

4 Themed card packs, each with 120 questions – Classic, Tall Tales, Fool Science and Naturals

Los Altos, CA; Paris, France – June 30, 2010. Today, Days of Wonder announced the ***Fictionaire Game Series*** – a new quiz card game created by Hervé Marly, that gives a fresh twist to the classic "dictionary game" genre. In Fictionaire, players make up a bogus definition or fake answer for a word or question asked by the game's host, trying to trick him or her into believing that their answer is correct. To earn points, players either have to choose the right definition - or get someone to pick their answer. If a player bluffs someone into choosing the wrong answer, they earn a bonus point.

Fictionaire is inspired by its predecessors, but stands out in several important ways. First and foremost is the content, which is designed to elicit creative and fun answers. The Fictionaire Game Series includes 4 differently themed card packs, each with 120 thought provoking questions. The first pack, *Classic Fictionaire*, is closest to the traditional dictionary game – rare, interesting and sometimes provocative words all begging for players to come up with creative definitions.

The other 3 packs in the series include: *Tall Tales* - stories that are so strange that when you learn the real answer, you may not believe it; *Fool Science* – a compendium of scientific wonders that will confound even the most knowledgeable men and women of science; and *Naturals* - surprising information that chronicles our physical world.

The other Fictionaire innovation is that each card pack comes in a unique, eye-catching cigarette pack style format. Why such "non-PC" packaging? In today's crowded retail environment, getting noticed matters and the packs, while controversial, absolutely get your attention. It also turns out that a cigarette pack is a perfect solution to help the game play better. The flip-top design reveals only the question section of a card to the starting player. Once she reads the question it is given to others who then slide out the card to view the correct answer before creating their own. To top it off a Fictionaire pack is small enough to fit in your pocket, making the game perfectly portable.

"Players may know this style of game as dictionary, fictionary... or even "Call my Bluff", the classic British TV game show - but it could just as easily be called the "*Making up lies to fool your friends*" game", says Days of Wonder CEO, Eric Hautemont. "What makes it timeless fun is the combination of creative storytelling, trivia knowledge and bluffing skills."

Even though Fictionaire is a departure from the big-box game style that Days of Wonder is known for, the usual Days of Wonder attention to detail is evident – down to the "seals in the freshness" foil wrapper. Once the wrapper is removed it reveals several short and simple rules cards, along with specific examples on how the game is played; 14 Point cards that are given to players as they score; and 60 double-sided question cards.

Fictionaire is designed for 4 to 7 players and will be available worldwide in both English and French language versions in early September 2010. The game series will be available to retailers in a free, counter-top display that contains 20 packs – 5 each of the 4 differently themed packs. The price of each deck of 120 questions is \$10 and €8.

About Days of Wonder

Days of Wonder publishes top-quality, family-oriented digital and physical board games that are easy to learn and fun to play. Days of Wonder has offices in the US and Europe, and distribution in 25 countries. To date, the company has sold over 2 million board games and hosted over 20 million games online. In June 2004, Days of Wonder became the youngest publisher ever to win Germany's prestigious Spiel des Jahres, the world's most coveted game prize.

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