



**ZOBMONDO!! ENTERTAINMENT INTRODUCES “THE LADYBUG GAME,”
INVENTED BY SIX-YEAR-OLD CALIFORNIA GIRL
Who is Kylie Copenhagen and What Has She Done that’s So Great?**

(Los Angeles, CA -) Kylie Copenhagen is in the fifth grade. She likes to go camping, play soccer, hang out with friends and play games with her family. She’s not that different than other fifth grade girls, but there is a difference and it’s a big one: in first grade Kylie invented a board game about ladybugs for a school science project. Four years later, “The Ladybug Game” is consistently one of the top-selling games at Target.com, where it competes with about 400 other preschool products. “The Ladybug Game” has been the sales leader for all games as well as preschool games numerous times.

“I knew right away that Kylie’s idea was a good one,” says Randy Horn, president of Zobmondo!! Entertainment, the publisher of The Ladybug Game and the “Would You Rather...?” line of board games. “But there’s a long way from liking a first grader’s idea to bringing it to market. That said, Ladybug sells out of every store that carries it, and is a bona-fide hit at Target.com. Needless to say, we are all thrilled.”

Kylie fell in love with ladybugs during a school science project. “In Mrs. Ditto’s class I learned that ladybugs are the coolest thing around,” says Kylie. “Since my friends liked them too, I invented a game about them. It’s fun for me to know that other kids love my game too.” Kylie receives an annual royalty payment for each game sold, and is well on her way to covering her college tuition - all before she’s even out of elementary school.

The Ladybug Game is designed for interactive play between parents and children ages three and up. Parents are encouraged to read a lively introductory story about the adventures of four ladybugs – Ella Yellow, Rickie Red, Tommy Teal and Olivia Orange. The object of the game is to help them find their way back home (a rosebush) after a windstorm launches them airborne and they land on a faraway dirt pile. The first ladybug to find her way “home” is the winner. Along the way, the ladybugs encounter various hazards such as tall grass, praying mantis’, aphids and ants. In addition to Target.com, The Ladybug Game is also available at Barnes and Noble, Borders Books & Music, Fred Meyer and Toys R Us. All Zobmondo!! games can be found online at www.target.com or www.zobmondo.com. Retail price is \$11.95.

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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