

Press Release

Safari Pals Ltd. launches a new range of Wildlife Playing Card games.

A new range of wildlife based, multi-game playing card packs is now available. The range includes a Junior Pack for ages 4 and above, a Classic pack for ages 6 to old and Limited Edition 'Wildcard' extension packs than allow even more game variations to be played.

Lightwater, Surrey UK. Monday 26th January 2009 – New UK company, Safari Pals Ltd. has launched its first range of innovative card game products. The original inspiration for the games came in 2007 when the founders; Julie and Tom Harris were returning from a safari in South Africa. Both keen wildlife photographers and sharing a passion for wildlife and the environment, they were disappointed that they were unable to find any quality games in the various reserve and airport gift shops that they could buy for their nieces and nephews. They were looking for games that would be both fun to play but at the same time, would help them generate an understanding and appreciation of wildlife. While waiting for the flight home, they mulled the problem over with their South African friends and by the time the flight was ready to board they had the outline for the design of the Safari Pals card game. It took a little while to realise this concept into the games that they are now very proud to launch today but the games have matured into the quality products that they would have bought that afternoon at the airport.

'Developing the games has been so much fun, there are so many different games you can play with the cards, we've probably spend as much time playing with them as we have on the product design work' explains Julie Harris, who has been responsible for the design and the majority of the animal photography used. 'We have adapted many of the familiar family card games that we remember playing as kids around our wildlife theme, so families really can explore the wilder side of playing cards.' The company is sure it has only considered a small proportion of the games and variations that can be played with the cards. 'We would like people to tell us how they enjoy playing with our cards – we will then post new games and rules up on our website so everybody can enjoy them.'

Three packs have been launched today. The Junior pack is for children of four years and older. Each card has a different animal depicted as a cute cartoon as well as providing animal data such as size, weight and fierceness. The cards are arranged into groups that allow match, set building and memory games to be played. The Classic pack contains a full deck of 52 cards and depicts the animals with stunning photography as well as providing data and fun facts about the animals, such as the fact that Scorpions glow under ultraviolet light and that Terrapins can catch and eat Doves! These cards are also arranged into groups allowing all sorts of games to be played. The third pack is an extension for the Classic pack called 'Wildcards'. These limited edition sets allow even more games and variations to be played with the Classic pack.

All the products are available from the company's website at www.safaripals.com and the company hopes they will shortly also be available at various zoo and toy shops in the UK. Half of the first print run has been shipped to South Africa where they will shortly be available in the airport and reserve shops the founders visited when they had the original idea.

Ends

Notes:

Safari Pals is a Trademark of Safari Pals Ltd.

The games have been manufactured in the UK using materials sourced only from sustainable forests in Europe.

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