

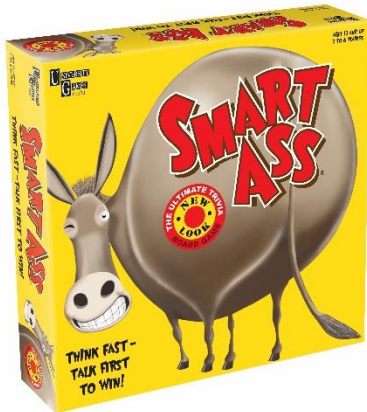
FOR IMMEDIATE RELEASE**Smart Ass Game Passes 2 Million Mark in Games Published**

San Francisco, CA, September 21, 2016/PRNewswire -- University Games announced today that it had shipped its 2 millionth copy of the popular party game, Smart Ass. The game was shipped to Newman Beamis of Newcastle, Maine. University Games' president, Bob Moog, was ecstatic, "We never knew when we launched the game in 2005 that there were so many Smart Asses in America. We have more than 10 million people playing this great game and more joining us every week."

How does Smart Ass Play? Smart Ass is a cooperative party game where players match wits racing to be the first to identify a well-known person, place or thing. Clues are revealed to the group and the winner is the "Ass" to name the mystery topic the fastest.

University Games has met the increasing demand by adding new card games, booster sets and even a sister game, Dumb Ass. For retailers like Walmart a special version called Smart A** is being offered.

Why is Smart Ass Popular? Recent surveys and research indicates that the appeal of Smart Ass is directly related to the increased consumer purchasing trends of so-called millennials (18-31 year olds). This is now the largest consumer demographic in the US and they like party games.

**About University Games**

Founded in 1985, University Games has developed and manufactured over 500 games, puzzles, and children's learning and activity sets. The company philosophy has always been to offer products that encourage fun, creativity, and imagination for kids, families and adults. The company offers a wide array of products under the **University Games®**, **Briarpatch®**, **BePuzzled®**, **U-Create™**, **Great Explorations®** and **Front Porch Classics®** brands.



2030 Harrison Street, San Francisco, CA 94110, USA Tel: (415) 503-1600 Fax: (415) 503-0085

Find us at www.universitygames.com or www.facebook.com/UniversityGamesUSA.

Contact Information:

Craig Hendrickson
University Games
(415) 934-3711
craigh@ugames.com