

FOR IMMEDIATE RELEASE**Search for the Fastest Rubik's® Race Player in America**

San Francisco, CA, September 22, 2016/PRNewswire -- University Games and Rubik's Brand Ltd announce the relaunch of the classic head-to-head challenge game, Rubik's Race, at retailers nationwide. In Rubik's Race, players shake a scrambler cube to create a new Rubik's pattern, then slide colored tiles on the game board to match the pattern on the scrambler. The first to make the match slaps down the center frame on the game board to win! Rubik's Race is easy to learn, but difficult to master.

The original Rubik's Cube was invented in 1974 by Ernő Rubik. After a period of incredible global popularity, the Rubik's Cube has become the world's bestselling toy, with over 400 million cubes sold so far. Last year, the Rubik's Cube experienced a huge rise in popularity in the US and that trend is spreading across the globe. Rubik's Race is a great two-player addition to the Rubik's brand for both adults and children.

Rubik's Race has become a phenomenon on social media, driven by the popularity of the video "Playing Rubik's Race with My Wife" by brainteaser YouTuber @RedKB. The video features Kenneth Brandon, AKA RedKB, playing the game with his wife Tammy. The hit video recently exceeded 1.1 million views.

To celebrate this fantastic game, University Games is sponsoring the Rubik's Race Challenge to find the fastest Rubik's Racer on the planet. Entrants should submit a full video of their game play, including the time taken to complete, at facebook.com/UniversityGamesUSA. Players must shake the scrambler to create a new Rubik's pattern prior to starting their game in the video. The winner of the fastest game time logged this year will win a Rubik's prize package.

Rubik's Race is available in stores or direct through Amazon.com and AreYouGame.com. Rubik's® used under license from Rubik's Brand Ltd. All rights reserved.





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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.

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

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