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FOR IMMEDIATE RELEASE

Smart Ass kicks ass in 2017!

San Francisco, CA, September 18, 2017 – University Games' best-selling Smart Ass board game has sold 2.5 million copies since its launch in 2005. To celebrate, University Games is relaunching the game with an entirely new deck of 400+ trivia topics. The snappy new look appeals to brand new players, and fans who have loved the game for 12 years can play again – without repeating any of the previous topics!

Additionally, University Games is releasing the first themed expansion packs for the game: Smart Ass '90s Nostalgia and Smart Ass Geek Chic. The expansions can be played on their own for fun on the go, or can be added to the Smart Ass board game to extend the game's playability. '90s Nostalgia focuses on all the trends and personalities who kept us guessing in the 1990s, and Geek Chic appeals to the geek inside all of us, especially fans of *Star Trek*, *Big Bang Theory*, and everything geeky in between.

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.





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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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