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SAN FRANCISCO COMPANY RE-INVENTS DARTS WITH KOOPA

KOOPA is a next-wave dart game that is turning heads with a brand new play action that combines dexterity and knock-em-out strategy. KOOPA feels like a sport and plays like a board game. It's intensely competitive and easy to learn yet always a challenge.

Players use two KOOPA game sticks to shoot Aeros (soft, magnetic projectiles) at a wall-mounted game board and keep score with magnetic game pieces. Tactile, kinetic and outright addictive, KOOPA is like no game you've ever played.

New players can jump right in and feel like a pro by the end of their first game. There are no complicated rules -- just take aim and flick the sticks to shoot! What's your strategy? Advance yourself or crush your opponent?

KOOPA has received overwhelmingly positive response at venues such as Maker Faire, the internationally-renowned "science fair meets county fair," urban game nights and other public interactive demos. Once people see KOOPA in action, they've gotta try it, and once they play, they're hooked. Here are just a few of KOOPA's enthusiastic reviews:

"This game rocks! I would love to order multiples for our community after-school program...and for family outings...and for my man cave." -- a KOOPA player

"This is the best game EVER!" -- first-time player at San Francisco's premier boutique specialty store, Paxton Gate Curiosities for Kids

"Easy to learn but challenging to master, KOOPA is a kung fu slam dunk!" -- Cal Leingang, organizer of Showdown, Northern California's premier game nights, where the creators of KOOPA often host tournaments

Safe for indoors and great for outdoors, KOOPA is portable and fully self-contained so you can take it everywhere. Play indoors at parties, rec rooms, man caves and hip office game rooms or play outdoors at picnics, BBQs, camping trips and backyard get-togethers. Intended for ages 14 and up, KOOPA accommodates 2 or more players.

A recipient of the prestigious 2014 American Package Design Award (design by Stapley-Hildebrand), KOOPA is currently available at retail boutiques across the United States and at online specialty sites. KOOPA can also be found at www.KoobaGame.com.

KOOPA's creators, Stephen de Zordo and Scott Shanks, are longtime collaborative toy and game designers. KOOPA is the first commercial game release from InPlay, a design company born and built in San Francisco. InPlay is committed to impeccably designed, innovative games of lasting quality that combine the pastime of physical play with a modern touch.