

FOR IMMEDIATE RELEASE

CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
lisa@kidstuffpr.com



HABA ROLLS OUT OLD-FASHIONED BOXED GAMES WITH A 2012 EUROPEAN FLAIR

Skaneateles, NY (December 14, 2011) – Think back to one of *your* childhood’s best memories and it probably includes a rousing round playing a simple boxed game. No ear buds, batteries or electrical outlets were needed. The joy came from being with family, following the rules, taking turns, waiting and anticipating the next move. German toymaker HABA, over 70 years young, appreciates the pleasures of a simple table game. They’ll be launching dozens of new ones at their bountiful Booth 319 at the American International Toy Fair in February.

Each of the new games has been designed with European craftsmanship and an eye to beautiful details for children as young as toddlers. Board games are rich in learning opportunities. Even at age 2 or 3, children can learn color recognition, numbers, lengthen their attention span and improve eye-hand coordination. As they mature they acknowledge wonderful life lessons -- luck can change in an instant, lively interaction with others is a prize in itself.

At HABA, value and handsome design go hand in hand. All games are designed in Germany and manufactured either in Germany or China. These 13 new games are priced from \$6.49 to \$37.99.



Gary Gouda • \$31.49 • Ages 4+

Here’s a game of cat and mouse that goes 3D with a fresh and sophisticated game frame. As Gary the Mouse munches his way through the house and gets plumper with every bite, he’s having trouble



fitting through the mouse holes. Only the player who recalls the sizes of the various holes faster than Kiki the Cat can make it to the target unscathed. The game features adjustable mouse holes and encourages good memory skills. Fun for the whole family, up to 4 can play at a time.

My Very First Game: Evening in the Stable • \$12.99 • Ages 2+

Oh boy, Rooster Roy has to put the animal children to bed since the animal grownups are away at a party. Being a Rooster, he’s great at waking everyone up, but gets confused when it’s time for bed. Every time he crows “cock-a-doodle-do” the kids wake up! Can you help Rooster Roy so everyone can get a good night’s rest? Because it’s a cooperative game, you and your child are playing together versus Rooster Roy as your child learns basic rules of play. There’s no frustration of always losing. This night-time game is also ideal for solo play or with up to 4 players.





My Very First Educational Play Zoo • \$37.99 • Ages 3+
 Zookeeper Tim and his curious animals are ready to play with you! 25 wooden play figures and 10 different games make up this beautiful and big HABA educational games collection. Find animals by touch; help

the giraffe detectives or search for the colorful chameleons. Ten educational topics vary from counting, concentration and memory skills to quantities, tactile skills and recognizing colors/shapes. 2, 3 or 4 youngsters can play any of the 10 games. All wooden pieces are made from sustainable forests.



One Thousand and One Treasures • \$18.99 • Ages 5+

Travel back in time where Ali Baba and his friends have discovered the secret treasure caves of the Forty Thieves. Shhh, into the caves they go. But what's this? A cloud of dust is heading their way. It's the thieves returning! Help Ali Baba snatch as many treasures as possible before you-know-who arrives. The aim of the game is to bring your character back to safety -- and a little richer! 2 to 4 players can play this competitive adventure and collecting game.



Treetop Trouble • \$12.99 • Ages 6+

This beautifully illustrated tree house is so big that the animals are scattered everywhere but where they should be. There's no room for your own guests until you sort out everyone's rightful place. Help the animals get home as quickly as you can by skillfully swapping places and using the tree's "elevator" until everyone is safe and sound. This memory game is great for 2, 3 or 4 players.

Rhino Hero • \$10.99 • Ages 5+

The superhero from the animal world, Rhino Hero, is on the alert as he fearlessly scales the highest houses. Burglars are no match for him! Although he's strong as a lion and smart as a fox he's also heavy as a ...rhino. Like a house of cards, even the most robust multi-story building can start to wobble when Rhino Hero is on the job. Kids help him accomplish his wobbly mission and build a 3D stacked skyscraper as tall and sturdy as possible! Designed for 2 to 5 players.



Monkey's Gold • \$10.99 • Ages 5+

While the pirates have worked hard to capture the gold treasure, sneaky monkey Pinky has pinched the treasure chest! Ahoy mates. There's a chance to grab some gold coins as Pinky swings from vine to vine, clinging to the shiny treasure.



The one who manages his dice scores skillfully will be at the right place at the right time as Pinky slowly drops his coins. Wooden play pieces are made from sustainable forests. Designed for 2, 3 or 4 players.

The following six boxed games are miniature wonders – measuring just 3.5 inches square but packed with challenges and fun. Best of all they are all priced at just \$6.49. Ideal for travel, tuck one in a backpack or carry-on and play anywhere there's a small flat space.



Number Dinosaur • \$6.49 • Ages 3+

Who wants to help dinosaur count? This number and memory game is designed for solo play or up to 4 youngsters. The corresponding quantity of objects needs to be found for each number and vice versa.

All Your Animals • \$6.49 • Ages 3+

Where would you hide if you were a bunny, a mouse or an elephant? Whoever has a good memory and the luck of the die will be the first to find the hidden animals. Game is played with 2 to 4 players.

On A Mission! • \$6.49 • Ages 5+

Treasure hunters beware! Who has the quickest hand and can catch the fattest prey? Be warned, not every catch is worth the effort! Designed for 2, 3 or 4 players.

Lucky Sock Dip • \$6.49 • Ages 4+

Today is laundry day and you know what that means -- missing socks. The sock monster has made a big mess. Can you restore order to the mismatched pile of socks? Ideal for 2 to 4 players.

Magic ABC Duel • \$6.49 • Ages 6+

Witch Hazel and Merlin the Magician are engaged in an exciting A-B-C duel. Who can spot first, amongst the jumble of pictures on the magic word cards, a motif that corresponds to the given A-B-C letter? The duel can be played solo or as a cooperative game with 2 youngsters.

Animal Upon Animal: Small, yet great! • \$6.49 • Ages 5+

Oh dear! This wooden animal pyramid is really wobbly. Only the player with sensitive fingers, able to skillfully stack the animals on top of each other, will win this duel.

About HABA

HABA products can be found nationwide at over 1,000 U.S. specialty retail stores and in specialty catalogs and websites. Many of its products have been recognized with German and American awards including Parents' Choice, National Parenting Center, Creative Child, and Dr. Toy. HABA received Best Toys of the Year recognition from the TODAY Show Toy Test and has been featured in national magazines such as American Baby, Baby Talk, Fit Pregnancy, Parenting, Parents and Working Mother.

For more details, visit HABA's informational website at www.HABAusa.com.