



## Mindscape Launch Hoyle Card Games 2012, Hoyle Casino Games 2012 and Hoyle Puzzle & Board Games 2012

***New improvements make 2012 product line better than ever!***

**SYDNEY, 21 December 2011:** Mindscape Asia Pacific Pty Ltd today announced the Australian launch of the 2012 Hoyle® product line - ***Hoyle Card Games 2012, Hoyle Casino Games 2012 and Hoyle Puzzle & Board Games 2012***. Developed by Encore Software in partnership with The United States Playing Card Company, the Hoyle franchise has been the #1 casual entertainment brand and considered the most realistic, interactive and authentic card, casino and puzzle & board games with over 10 million copies sold.

***Hoyle Card Games 2012, Hoyle Casino Games 2012 and Hoyle Puzzle & Board Games 2012*** have been extensively re-worked to include bigger cards, new interface design and a range of improved game play features. Slicker and faster than ever before, the new Hoyle games make the experience of winning more rewarding and exciting with avatars, card back customisation and Hoyle Bucks – the more you play, the more you win! Interactive "competitors" – popular characters that have been featured in Hoyle's best-selling lineup – bring the game to life with engaging and humorous commentary.

"This year's line of Hoyle games is getting back to basics and addressing the feedback from our loyal fans," said Cal Morrell, President of Encore. "With larger cards and new game-play features, we improved the classic games that people have played throughout their entire lives."

***Hoyle Card Games 2012*** is the largest and most comprehensive collection of card games available for both the PC & Mac. Featuring more than 150 game variations, players can choose from favourites like Poker, Gin Rummy and Hearts or try their hand at Cribbage or Euchre. Over 45 varieties of Solitaire challenge players to think strategically and Go Fish, Old Maid and War are included for the young or the young-at-heart. Choose single player or tournament play for a unique way to play card game favourites.

Step up to the table with ***Hoyle Casino Games 2012*** – featuring over 600 casino game variations. Bet it all playing Blackjack, Craps and Roulette or spin-to-win with over 50 video and reel spinner slots. Play Video Poker, Keno and Texas Hold 'Em just like a real casino. Players can choose single or tournament play to collect winnings!

With over 1000 game variations, ***Hoyle Puzzle & Board Games 2012*** is the most comprehensive puzzle and board collection available. Players can choose traditional standards such as chess, checkers and dominoes or test their vocabulary and memory with hundreds of word and tile games. This collection is bursting with games that are easy to learn but take a lifetime to master.

The Hoyle 2012 titles are available now from all leading game retailers for \$19.95 each.

For more information on the Hoyle range, please contact Guy Maxwell at Mindscape Asia Pacific on [guy@mindscape.com.au](mailto:guy@mindscape.com.au) or +61 2 9964 0475



#### **About Hoyle and Encore**

The Hoyle name has been the authority in card games since the 1700's. Hoyle is one of the popular card brands from The United States Playing Card Company (USPC). Encore is a leading interactive publisher and developer of PC and Mac software. As a result of strategic partnerships and acquisitions, Encore offers a wide range of best-selling Game, Productivity, Utility and Education titles. Principal brands include HOYLE®, Broderbund®'s The Print Shop® and PrintMaster®, Bicycle®, Punch! Software® and Advantage®.

#### **About The United States Playing Card Company**

The United States Playing Card Company, a wholly owned subsidiary of Jarden Corporation is the leader in the production and distribution of premier brands of playing cards, including BEE®, BICYCLE®, AVIATOR®, HOYLE®, KEM® and CONGRESS® playing cards. BICYCLE® has been the best selling playing card brand in the world for 125 years. Founded in 1867, the company manufactures markets and distributes playing cards, children's card games, collectible tins, puzzles and card accessories and is part of the Branded Consumables segment of Jarden Corporation (JAH). BEE®, BICYCLE®, AVIATOR®, HOYLE®, KEM® and CONGRESS® are registered trademarks of The United States Playing Card Company. For more information, visit [www.Bicyclecards.com](http://www.Bicyclecards.com).

#### **About Jarden Corporation**

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 100 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, Aero®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Vökl® and Zoot®; Consumer Solutions: Bionaire®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®, Bee®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Forster®, Hoyle®, Kerr®, Lehigh®, Leslie-Locke®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden ranks #379 on the Fortune 500 and has over 25,000 employees worldwide. For in-depth information about Jarden, please visit [www.jarden.com](http://www.jarden.com).

#### **About Mindscape**

Mindscape Asia Pacific Pty Ltd, is Australia's leading publisher and distributor of kids, family and NextGen games, productivity and reference software on the PC, Mac, DS, Wii, Playstation, Xbox and online platforms. The company's rich portfolio of award-winning products include Acronis, Broderbund, Encyclopaedia Britannica, Endemol, Hoyle Games, IMSI Design, Konami, Legacy Interactive, Mark Burnett Productions, Myhorseclub, Nancy Drew, Nuance, Playfirst, Playrix, PopCap, Punch, Roxio, The Learning Company and Universal Music. [www.mindscape.com.au](http://www.mindscape.com.au)