

## Don't Quote Me - Sports Illustrated Game To Be Featured at Pro-Celebrity Tennis Match



London, Ontario, Canada – July 18, 2006

Don't Quote Me® is excited to announce that their new Sports Illustrated game will be featured in the luxury gift bags provided to tennis pros and celebrities at this year's Gibson/Baldwin 'Night at the Net' pro-celebrity tennis match on July 24, 2006.

The Gibson/Baldwin 'Night at the Net™', sponsored by Gibson Guitar and Baldwin Piano will bring top tennis pros and celebrities together in an annual charity event to kick off the 2006 Countrywide Classic tournament, formerly the Mercedes-Benz Cup, at UCLA. Proceeds from the event benefit the MusiCares® Foundation established by The Recording Academy in 1989. The mission of MusiCares is to ensure that people in music have a place to turn in times of medical, financial and personal need.

Don't Quote Me, through California-based gift bag company *Jewels and Pinstripes*, will provide 30 of the deluxe Don't Quote Me - Sports Illustrated Edition games to athletes and celebrities participating at the event. The games will be delivered to stars in the coveted gift bags along with other fabulous products and luxury items.

Athletes Andre Agassi and Mike and Bob Bryan, GRAMMY® Award nominee Brian McKnight, recording artist Mindi Abair and actors Jon Lovitz and Jeremy Piven are among the pros and celebrities who will receive the gift bags.

"This is a fun event for us as it puts the Sports Illustrated game in the hands of athletes and celebrities who are sports enthusiasts and who enjoy playing games for a good cause," says Don Reid, creator of the Don't Quote Me brand from Wiggles 3D.

The new Don't Quote Me - Sports Illustrated Edition, co-branded with Time Inc.'s Sports Illustrated publication, is packed with 1,000 quotes and questions covering over 50 sports topics. Featuring sports highlights, today's stars, yesterday's heroes, plus great facts and stats, the game offers a knock-out punch. For ages 14+.

**Sports Illustrated** is the definitive weekly sports magazine with over 3 million subscribers and 21 million readers each week. Its website, SI.com, delivers more than 150 original stories per week and generates more than 350 million page views per month.

**Don't Quote Me®** harnesses the universal popularity of quotes in branded and co-branded products and services that include award-winning games, merchandise and an interactive website. Don't Quote Me(R) has partnered with leading industry publishers - Sports Illustrated, TIME For Kids and TV Guide - to develop board games that are informative, fun to play and rich in content.

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