

## **The Don't Quote Me® - TV Guide Edition in the Hands of Emmy Award Celebrities**

London, Ontario, Canada – August 12, 2004

Don't Quote Me® is excited to announce they will be part of the gift bags that will be provided to celebrities during the week leading up to this year's 56th Annual Primetime Emmy Awards. The Emmys will be televised by the ABC Television Network on Sunday, September 19, 2004 from the Los Angeles Shrine Auditorium.

Don't Quote Me®, through a program called Emmy Time Award Suites with New York-based gift bag company *Buzz Bags*, will be providing 150 of the new Don't Quote Me® - TV Guide Edition games to Nominees, Presenters and Stylists attending the 2004 Emmys. The games will be delivered to the stars in the coveted gift bags along with other fabulous products and luxury gift certificates during the week leading up to the event. The contents of the Buzz Bags will be displayed prominently and distributed from the Hospitality Suite at the Four Seasons Hotel in Beverly Hills where stars, stylists and press register and are pampered for a week prior to the event.

"This is an important event for us as it reaches people directly at the heart of the entertainment industry," says Don Reid, creator of the Don't Quote Me brand from Wiggles 3D. "Entertainers love to share trivia and arcane knowledge about their industry and this plays right into their hands."

Hosting the Emmy Awards is Garry Shandling and this year's Nominees and Presenters include Jennifer Garner, Ellen DeGeneres, Edie Falco, Jennifer Aniston, Sarah Jessica Parker, Matt LeBlanc, Kim Cattrall, Billy Crystal, Sharon Stone, Keifer Sutherland, Patricia Heaton, Sean Hayes, Martin Sheen, Bonnie Hunt, Stockard Channing, Larry David, Tony Shalhoub, James Spader, Danny DeVito, Matthew Perry... and many more!

The Don't Quote Me® brand, developed by Wiggles 3D, harnesses the universal popularity of quotes and serves them up in an outstanding entertainment and resource package that includes two great games, Don't Quote Me® and Don't Quote Me® - TV Guide Edition, as well as an interactive website, [www.dontquoteme.com](http://www.dontquoteme.com).

The new Don't Quote Me® - TV Guide Edition, developed through license with TV Guide, America's trusted entertainment authority, is an award-winning new game that features the most memorable TV and movie lines of our times and the amazing characters behind them. The game presents a romp through pop culture history spanning over 50 years of television and movie history. Categories include: Comedy, Drama, News/Talk/Sports, Movies, Stay Tuned.

Don't Quote Me® games are informative, fun to play and rich in content featuring intriguing information about each quote and speaker. Players enjoy three chances to succeed with every turn with hints and multiple-choice options to help players identify the speaker of famous quotations.

The new TV Guide Edition is a natural fit for Emmy Award presenters and nominees alike.

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