

Don't Quote Me - Sports Illustrated Game To Be Featured at 2006 Indy 500



London, Ontario, Canada – May 18, 2006

"Gentlemen, start your engines!" Tony Hulman

Don't Quote Me is excited to announce that their new Sports Illustrated game will be featured in gift bags provided to celebrities at this year's 90th Indianapolis 500, the largest sporting event in the world. The Indy 500 will be televised live on ABC at 1 p.m. (ET) Sunday, May 28 with a one-hour pre-race show starting at noon.

Don't Quote Me, through California-based gift bag company *Jewels and Pinstripes*, will provide 55 of the new Don't Quote Me - Sports Illustrated Edition games to celebrities attending the event. The games will be delivered to stars in the coveted gift bags along with other fabulous products and luxury items. The gift bag and its contents will be displayed prominently backstage at the event while celebrities browse the items and autograph the bag.

Celebrities who will receive the gift bags include: Lance Armstrong, Patrick Dempsey from "Grey's Anatomy", Ludacris, Rachael Ray, Jorge Garcia from "Lost", Wynonna Judd, Ashley Judd, John O'Hurley, Richard Marx, Sugar Ray Leonard, Luke Perry, Pat O'Brien of The Insider, and many others.

"This is an important event for us as it is the largest sporting event in the world and reaches people in both the sports and entertainment industries," says Don Reid, creator of the Don't Quote Me brand from Wiggles 3D. "Sports enthusiasts love to share trivia and knowledge about their favourite sports and sports idols. The Sports Illustrated game is a natural fit."

"If everything seems under control, you're just not going fast enough." Mario Andretti

The new Don't Quote Me - Sports Illustrated Edition, developed through license with Time Inc.'s Sports Illustrated publication, is packed with 1,000 quotes and questions covering over 50 sports and 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+.

Don't Quote Me(R) 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.

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.

For more information, contact:

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