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Wiggles 3D Introduces Eye Know™ Game at 2007 Toy Fair

– *The Visual Trivia Betting Game*

London, ON Canada – January 31, 2007 – Wiggles 3D, makers of the award-winning Don't Quote Me® board games, is delighted to announce the launch of their exciting new visual trivia betting game, Eye Know™, at American International Toy Fair in New York on Feb 11-14 (Javits Center, Booth #6114).

It's poker with a twist. Eye Know™ combines the best of trivia and poker in a game where cards and game chips are collected throughout the game as players identify amazing visuals, answer compelling trivia questions and bet on what they know. (For 2-6 players or teams, ages 14+).

Players identify images from a rich array of photographs and drawings on cards in four categories – People & Characters, Signs & Symbols, Natural World and Made Objects. With trivia questions on each card, players bet on their knowledge of one of the three questions which increase in level of difficulty starting with a true/false question (1:1 payout), then a multiple-choice question (2:1 payout) and, finally, an open-ended question (3:1 payout).

Eye Know™ allows players to use their visual acumen to identify images, their trivia knowledge to earn game chips and their betting zeal to collect the most game chips. Players can be conservative or bet big, go 'all-in' on topics they really know and, like Poker, gain bonus chips by collecting sets of cards throughout the game.

“Eye Know™ brings a new dimension to the Wiggles 3D product offering, unique in its dynamic game play format and compelling in the richness of its design and content,” says Wiggles 3D president Don Reid. “The combination of images, trivia and betting is the perfect recipe for fun and entertainment at any gathering.”

Eye Know™ is the fifth game in a series of award-winning games from Wiggles 3D:

- Don't Quote Me – Sports Illustrated Edition
- Don't Quote Me – TIME For Kids Edition
- Don't Quote Me® – TV Guide Edition
- Don't Quote Me® – Original Edition – updated and all-new for 2007!

About Wiggles 3D Incorporated

Entertainment development company, Wiggles 3D, is the publisher of multiple award-winning party and family games that are supported by syndicated newspaper and radio programming and mobile messaging. A major innovation of Wiggles 3D, the Don't Quote Me® brand, harnesses the universal popularity of quotes in branded and co-branded products and services that include award-winning games, merchandise and an interactive website at www.dontquoteme.com.