

ADULTS PLAYING WITH WOODEN BLOCKS: *An all-wooden 3D strategy game makes its way from Europe to North America with the December release of Holger Lanz's THE CLIMBERS by Strategic Space*

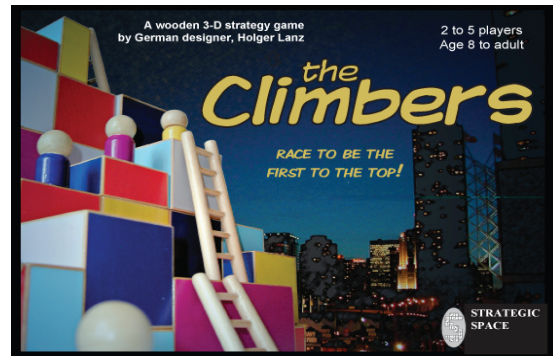


STRATEGIC
SPACE

New York, NY – December 29, 2009 – At a restaurant on Broadway in Manhattan's upscale Upper West Side neighborhood on a Thursday night, the back dining room is crowded with adults eating a late dinner, and playing board games at the same time! One game that seems to catch and hold the most spectators is a game that centers around a stack of colored blocks that players try to scale by moving blocks and climbing up small steps, larger heights with the use of tiny wooden ladders.

The New York Boardgames and Cardgames Meetup ¹ is well acquainted with the game, because its American publisher, Strategic Space's CEO Mark Salzwedel, is one of the group's organizers and has been bringing the game for testing since first negotiating with the German publisher for rights in June.

The Climbers (published in 2008 by Chili Spiele) ² was delayed at the factory and during shipping and finally released December 11, 2009 in a bright orange shoe box filled with hand-crafted wood and weighing in at almost five pounds. Despite being released so close to Christmas, one retailer in Manhattan reordered the game three times, selling over ten games per week at just under \$50.



Jeof Oyster, co-owner of The Games Place in Bryant Park, ³ remarked that some people rushed in to get the game as soon as they heard it was in stock. "Other people stopped to see it when we had it set up on the demo table. We sold two just this morning that way."

"The Climbers was at the front of our booth at the Dallas Toy Preview in October," said Salzwedel, and will continue to be our lead product in Hong Kong and New York at upcoming trade shows." ⁴ Salzwedel notes that many buyers have been intrigued by the play value after the game is over for younger children intrigued by the brightly colored blocks, little climbers, and ladders.

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1. The New York Boardgames and Cardgames Meetup is a social group of over 1,400 game enthusiasts in the New York City metropolitan area who meet several times per month to play board and card games. (<http://www.meetup.com/nyc-boardgames/>)

2. The Climbers was designed in Germany by Holger Lanz and published as "Die Aufsteiger" by Chili Spiele (<http://chili-spiele.de>) in 2008. Previous to its American publication, the game was only available by mail order, but managed to accumulate a high rating and dozens of testimonials on the world's top directory of board games (<http://www.boardgamegeek.com/boardgame/34297>).

3. The Games Place opened in Manhattan's Bryant Park in November as a holiday shop devoted exclusively to board games and card games. (<http://thegamesplaceonline.com>)

4. Dallas Toy Preview (http://www.toyassociation.org/AM/Template.cfm?Section=Fall_Toy_Preview) is an appointment-only trade show for long-lead buyers to get a first glimpse of the toys and games coming out in 2010. The Hong Kong Toys and Games Fair is held January 11 to 14 (<http://hktoyfair.hktdc.com/>) and allows Asian buyers and long-lead buyers from other continents to place their fall 2010 orders early. Toy Fair (http://www.toyassociation.org/AM/Template.cfm?Section=toy_Fair) is held February 14 to 17 in New York City for specialty and independent toy and game stores to place their 2010 orders.