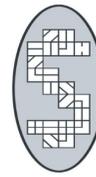


NEW GAME PUBLISHER WINS TOP TOY 2008

ToyDirectory.com and TDmonthly Magazine pick

4th Corner out of 4,500 new toys



STRATEGIC
SPACE

New York, NY – October 22, 2008 – On August 15, the Internet's most comprehensive web site for toys and games, TDmonthly.com(1), announced 23 toys released in the past year out of 4,500 evaluated that they honored as Top Toy 2008. The only board game of the 23 was a small tile-laying maze game called "4th Corner" produced at a tiny factory in Brooklyn, New York, by Strategic Space(2).

4th Corner was one of three games designed by and published in September 2007 by Strategic Space's CEO Mark Salzwedel. The new publisher also offers an opportunity for players to search a deserted mansion for a key to escape while avoiding zombies in "Zombie Attack," and the chance to visit the near future where radical animal rights activists have released dangerous, intelligent, mutant deer in "Deer Hunter 2050."

"I am doing things a little differently," admits Salzwedel. "I believe that, especially in the current economic climate where half the states are in recession, less expensive forms of entertainment are going to become more popular. I think we're going to see a lot more people choosing DVD rentals and board games now and staying in to save money."

He points to the fact that Strategic Space games are currently all priced under \$20, and other relatively new board games are much more expensive – Ticket to Ride from Days of Wonder is around \$50, and Blokus from Educational Insights is around \$30.(3)

"Some people don't want to interact much, and they'll choose the DVDs and the video games," continues Salzwedel. "But when you want to plan an evening getting together with friends and family, you're not going to want to do that staring at a screen. You're going to want to face each other across a table where you can learn more about each other in party games and strategy games."

He prefers on his web site (strategic-space.com) the term "family strategy games" to the older term "gateway games" to describe games with a low degree of luck and relatively simple rules and mechanics. "Since board games are most popular with families who have children, and the children are often of different ages, I realized that I had to design games that could be played simultaneously by players of different abilities," Salzwedel adds.

Strategic Space is planning to publish three more games in early 2009: Samsara (a multi-player Buddhist strategy and diplomacy game), Master Spy (a pegboard game for capturing enemy spies), and Star Hopper (an educational game about space exploration).

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1. ToyDirectory.com and TDmonthly serve the toy, hobby, and gift industry. Top Toy 2008 nominees and winners did not pay a submission fee for product consideration. Products were evaluated based on criteria, including: play value, safety, price point versus quality, factors of social or environmental awareness, favorable reviews from retailers, consumers, experts, or staff, and presence in or availability to the specialty market. (See <http://www.toydirectory.com/monthly/article.asp?id=3340>)

2. Strategic Space was formed in May 2007 and incorporated in October 2007 in New York City as a publisher of board games and card games. (See <http://strategic-space.com>)

3. Source of prices was <http://www.target.com>