



## **Zoo Games announces online "Minute to Win It" prize package giveaway**

***Ten lucky Facebook fans will have a chance to win  
both the "Minute to Win It" Kinect Xbox 360 game and board game.***

**CINCINNATI, OHIO (USA) – November 15, 2011**– Video game publisher Zoo Entertainment, Inc. (NASDAQ CM: ZOOG) will be giving away **"Minute to Win It"™** prize packages via its Facebook page to promote the release of **"Minute to Win It" for Xbox 360®**.

The giveaway will take place November 15 through December 4, 2011, on the **"Minute to Win It"** Facebook page at [Facebook.com/MinuteToWinItKinect/](https://www.facebook.com/MinuteToWinItKinect/).

Each prize package includes a copy of Zoo Games' addictive Kinect™ Sensor-based Xbox 360 video game, **"Minute to Win It,"** along with Mattel's "Minute to Win It" family board game.

Zoo's **"Minute to Win It"** utilizes the Xbox 360 Kinect Sensor to offer controller-less reality gaming fun for the whole family. Literally jump into the action with your Xbox 360 Kinect Sensor to compete in twenty deceptively difficult 60-second challenges taken right from NBC's hit competitive series, **"Minute To Win It."** Catch ping pong balls in "Bucket Head," hit oranges into a circle using a banana on a string in "How's It Hangin'" and bounce coins into a jug in "Supercoin" to try and win \$1,000,000, all guided by your celebrity host, Guy Fieri.



**"Minute to Win It,"** developed by Smackdown Productions and licensed through NBC Universal Television Consumer Products Group, includes four single-player modes and six multi-player modes with two-player co-op and four-player turn-based action.

**"Minute to Win It"** for Kinect is rated "E" for "Everyone" by the ESRB and is available for Xbox 360 (\$29.99).

For more information about **"Minute to Win It"** visit the game's site at [MinuteToWinItKinect.com](http://MinuteToWinItKinect.com) and follow the game on [Facebook](#).

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For embeddable clips and full episodes from NBC shows, please visit NBC.com's official show site: <http://www.nbc.com/minute-to-win-it/>.

For artwork and a complete press kit from the show please visit the NBC Universal Media village website at <http://www.nbcumv.com/mediavillage/>.

Please follow us on <http://www.facebook.com/minutetowinit> and at [www.twitter.com/minutetowinit](http://www.twitter.com/minutetowinit).

Play the games: <http://www.nbc.com/minute-to-win-it/how-to/>.

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#### **About Zoo Entertainment**

Zoo Entertainment ([ZooGamesInc.com](http://ZooGamesInc.com)) is a developer, publisher and distributor of interactive entertainment software targeted to family-oriented mass-market consumers. With a strong network of leading national mass-market retailers, its casual and value-focused titles span categories including sports, family, racing, game show, strategy, action-adventure, and more. Zoo Entertainment software is developed for all major consoles, handheld gaming devices, PCs and mobile devices as well online and download game services.

#### **About NBCUniversal Television Consumer Products Group**

NBCUniversal ([NBCUConsumerProducts.com](http://NBCUConsumerProducts.com)) is a leader in providing entertainment programming to the domestic and international marketplaces. NBCUniversal Television Consumer Products Group manages all global ancillary television business endeavors for the NBCUniversal Television Group, including third-party home entertainment distribution, consumer products, musical soundtracks, special markets projects and the NBCUniversal Online Store.

#### **About "Minute to Win It"**

**"Minute to Win It"** is hosted by All-American chef and television personality Guy Fieri ("Diners, Drive-Ins and Dives"). The series features competitors participating in a series of simple, yet nerve-racking, games that can lead to a \$1 million prize. In each one-hour episode, competitors face 10 challenges that escalate in level of difficulty using everyday household items. Each game has a one-minute time limit and failure to finish the task on time will eliminate the contestant. At various points throughout the game, the competitor can walk away with the money earned up to that point - but it'll take nerves of steel to complete all 10 tasks to win \$1 million. The competitors, who come from all



walks of life, are shown over 60 games prior to the competition and are encouraged to practice these one-of-a-kind challenges at home.

*"Minute to Win It"* is produced by Universal Media Studios with Friday Television. Craig Plestis, Tim Puntillo (*Identity*), Mattias Olsson and Jock Millgardh serve as executive producers.

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