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SQUARE SHOOTERS®—A Game With the First Deck of Cards on Dice—Wins a Coveted Dr. Toy Award

Heartland Consumer Products, LLC launches a new family game which features patent-pending dice that can be used to play many popular playing card games

Cleveland, OH, Oct. 15 – Heartland Consumer Products, a leading manufacturer of playing cards including the popular Vegas® brand, announces the launch of Square Shooters®. Square Shooters® is a great new family game featuring the first deck of cards on dice!

Square Shooters® is an amazing new invention that should have been thought of a long time ago. People love card games. People love dice games. Why not put the playing cards on the dice?

Carmelyn Calvert invented Square Shooters® in a classic story of innovation. She realized that nine dice would fit 54 printed images which matched a standard 52-card deck plus 2 jokers. She wondered why nobody had ever tried it before.

"I knew that for the dice to be as marketable as a deck of cards," Ms. Calvert says, "you had to be able to roll the important poker hands. I stayed up all night to see if I could lay out the dice in a way that you could roll every straight and royal flush—I was shocked to find out that you could!" The patent-pending dice are specially designed so that you can roll winning hands for poker, rummy, blackjack, war, and more.

Ms. Calvert signed an exclusive, global licensing agreement for Square Shooters® with Heartland in March 2010.

"While you can play countless games with the Square Shooters® dice," says Tom Donelan, President & CEO of Heartland, "the award-winning Square Shooters® game is a fast, fun way for families to start playing together."

On their turn, players flip a game card which shows one of many common playing card hands. Players have up to three rolls of the dice to match the hand shown. If they get the hand, they win some scorekeeping chips. Chips are awarded based upon the difficulty of the hand. Special "Shootout" cards can bring the player more luck! And after playing a fun game of Square Shooters®, players can use the dice to make up their own game!

Square Shooters® Wins Recognition from Dr. Toy

The Square Shooters® game is a winner of "Dr. Toy's Best Picks Children's Products 2010" awards program, announced today by Dr. Toy. In its twentieth year, the Dr. Toy awards program is developed by noted play and child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy) as a service to consumers who desire to purchase safe, affordable, educationally oriented, stimulating new toys and products for children.

Dr. Auerbach believes "parents and grandparents need help to gain a head start locating new, diversified products that children will enjoy while increasing skills, enhance instruction and expand imagination."

"Children learn best through play," says Dr. Auerbach, "and these smart new toys and products encourage children to maximize their potentials."



"We are proud to announce Dr. Toy's recognition of the Square Shooters® game as a 2010 Best Pick!" says Amber Dickens, Heartland's Marketing Director. "The Square Shooters® game is the first of many proprietary games I'm sure we'll create for families and adults using these amazing dice!"

Availability

The Square Shooters® game will be available online throughout the 2010 holiday season at www.squreshooters.com. The game will also be carried by select specialty toy and craft/hobby retailers throughout the U.S.

About Heartland Consumer Products

"Bringing People Together" is a mission Heartland aspires to achieve through products that fuel the fun when families and friends get together. Card games remain a very popular social activity, and Heartland offers products for all game occasions. Brands like Vegas®, VIP®, Gold Crown® and All In™ bring quality and price options to players of all types. Square Shooters® is a natural extension from our line of playing cards into the fun world of proprietary game play!

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