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Square Shooters Roll Into Toy Fair 2011

Heartland Consumer Products Makes Toy Fair Debut with Deck of Dice Game

New York, NY – (January 24, 2011) – Heartland Consumer Products rolls into its first Toy Fair exhibit to introduce the world to Square Shooters®, a new family game featuring the first deck of cards printed on dice!

In its soft launch in November 2010, Square Shooters quickly won approval from select specialty stores and retailers, and was selected for the 2010 Best Picks Award from leading toy and game authority, Dr. Toy. Now, Heartland, the Cleveland-based manufacturing leader of playing cards, which includes the popular Vegas® brand, deals its new dice game to the world stage at the International Toy Fair, held in New York City, February 13-16.

Amber Dickens, Marketing Director, for Heartland, said, “We’re very excited to attend our first International Toy Fair and show the world how to play Square Shooters. It might seem like a simple concept - cards on dice - but Square Shooters is the first game of its kind.”

Heartland has licensed Square Shooters from the inventor, Carmelyn Calvert. “People love card games. People love dice games. When I thought of printing 54 playing cards on nine dice, I was so excited to find that I could lay them out in a way that made them suitable to play so many games.”

Square Shooters uses patented dice that are specially designed so that players can roll winning hands for poker, rummy, blackjack, war, and more.

“Square Shooters is an easy to learn, fast, fun game for any gathering,” Tom Donelan, President & CEO of Heartland, explains. “The feature game and all the other possibilities appeal to all age groups and are perfect for getting families with kids of all ages to have fun together.”

Square Shooters (MSRP \$12.99 for the Basic Set and \$19.99 for the Deluxe Set) is designed for 1 or more players and for ages 8 and up.

About Heartland Consumer Products

“Bringing People Together” is a mission that Cleveland-based Heartland Consumer Products aspires to achieve through products that fuel the fun when families and friends get together. Founded in 1999, Heartland proves that card games will always remain a very popular social activity, and satisfies that need by offering playing card products for all game occasions. Brands like Vegas®, VIP®, Gold Crown® and All In™ bring quality and price options to players of all types. The company’s new Square Shooters® dice game is a natural extension to the company’s core playing cards business and extends its product line into even more categories and proprietary game play!

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