



FOR IMMEDIATE RELEASE

Media Contact: Greg Walsh, Walsh Public Relations
303 Linwood Avenue, Fairfield, CT 06824
T: 203-292-6280; F: 203-292-6342; E-Mail: greg@walshpr.com

Square Shooters Wins National Parenting Center Award

The Game With a Deck of Cards on Dice Hits Stores in Time for Summer Travel Season

Cleveland, OH – (May 6, 2011) – Heartland Consumer Products today announced that Square Shooters®, its new family game featuring the first deck of cards printed on dice, has been honored with its second major product award.

Heartland, the Cleveland-based manufacturer of high quality playing cards including the popular Vegas® brand, introduced its Square Shooters game in February at the International Toy Fair held in New York City. The game impressed toy buyers from both mass and specialty retailers around the U.S., and Heartland immediately went to task to manufacture mass quantities of the game in order to meet the summer travel season demand.

Now Square Shooters has earned the 2011 Seal of Approval from The National Parenting Center (TNPC), one of the most prestigious product review organizations. The honor adds to the games previous acknowledgment with the Dr. Toy Best Picks award. Amber Dickens, Heartland's Marketing Director, said, "We're so happy to have Square Shooters recognized as a great new family game. It's so versatile, and parents know that it can bring different age groups and generations together."

According to the report from TNPC, Square Shooters is a "mind-blowing" innovation and "...one of the most unique and amazing inventions you will ever see." TNPC also said "Parents also told us how much they enjoyed the flexibility and ingenuity of these amazing Square Shooter dice." TNPC's Seal of Approval program is an independent testing procedure conducted to judge a variety of products introduced and marketed to the parent/child consumer market. The testing involves a multi-step process conducted over an eight week period.

Heartland's President and CEO, Tom Donelan, added, "The game is unlike any other game—because when you're done playing, you can use the patented dice to play other card games like rummy, 21 and poker. It's really a game kit with unlimited fun inside."

Heartland licensed Square Shooters from the game's inventor, Carmelyn Calvert, who commented, "People love card games. People love dice games. The idea to put them together was simple, but I was thrilled to find that the layout could be arranged to make them suitable to play so many card games."

Square Shooters (MSRP \$12.99/Basic Set and \$19.99/Deluxe Set) is designed for one or more players ages 8 and up. The game is available at Barnes & Noble, Books-A-Million, and many independent toy/game retailers throughout the summer travel season.

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 offers playing card products for all game occasions. Brands like Vegas®, 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 the arena of proprietary game play.

###

For Heartland Consumer Products Sales, Contact:

Amber Dickens - 216-712-4100 - ad@heartland-products.com
www.heartland-products.com | www.squareshooters.com

Square Shooters® is a registered trademark of Carmelyn Calvert, and under license by Heartland Consumer Products, LLC. All rights reserved.
The Square Shooters® game is copyrighted by Carmelyn Calvert, and under license by Heartland Consumer Products, LLC. All rights reserved.

Heartland Consumer Products, LLC
18615 Detroit Avenue, Suite 203
Lakewood, OH 44107