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Show the World “That’s How I Roll!™” at Origins ***The Award-Winning Square Shooters® Dice Game Rolls into Game Fair***

Columbus, OH – (June 17, 2011) – The exciting new dice game labeled as “amazing” and “mind-blowing” by the National Parenting Center will be challenging guests at Origins Game Fair in Columbus, OH with a contest to win free games. Origins runs from June 23 – June 26, 2011 at the Greater Columbus Convention Center.

Heartland Consumer Products is bringing Square Shooters® to Origins for the first time, and is unveiling its “That’s How I Roll!™” challenge to game players (www.thatshowirolldice.com). Guests can play a hand of Square Shooters® and try to win a free game set, or they can be filmed while showing off their special rolling style and win more free stuff. The funnier, sillier, or more dramatic the style, the better!

Heartland, the Cleveland-based manufacturer of high quality playing cards including the popular Vegas® brand, introduced its Square Shooters® game (www.squareshooters.com) in February at the 2011 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 into mass production to meet the demand.

Heartland’s President and CEO, Tom Donelan, said, “We’re so excited to have all of the game enthusiasts at Origins have a chance to try Square Shooters®. It’ll be a great preview for them to have a chance to get a copy of the game exclusively before we ship it to the major toy, game and mass market stores for the Fall and holiday sales seasons.”

Amber Dickens, Heartland’s Marketing Director, added, “We knew that the game industry was embracing the game when we performed our testing and showed the game at different trade shows, but we were still thrilled that Square Shooters® earned such incredible endorsements we from the most prestigious game play authorities. The game won the 2010 Best Picks of new products from Dr. Toy and the 2011 Seal of Approval from The National Parenting Center (TNPC).”

“The game’s versatility has been the key,” Donelan explained. “Parents know that it can bring different ages and generations together. It can be as simple as a matching game for kids, and then a game of chance for adults. It plays well at both the kitchen table and the party table.”

Square Shooters® is more than just one great game. It’s a full deck of cards printed on dice. When you’re done playing with the main feature game, you can use the patented dice to endlessly play a dice version of other card games like rummy, 21 and poker.

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.

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