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Linear Backgammon: Innovative, Exciting, and Fast-paced. Mindgammon by Mindgammon Inc

After years of planning and development, the board game Mindgammon will be available to the general public in fall 2008.*

/24-7PressRelease/ - PALM BEACH GARDENS, FL, July 25, 2008 -- Mindgammon is a variation of Backgammon, more like a distant cousin" says Christian Bailey, co-founder of Mindgammon, Inc. Mindgammon was developed by Wayne Hulsen, Chairman of the company, after nearly two decades of thinking and planning the next generation of Backgammon. Hulsen wanted to make the game more user-friendly, especially for the beginners, and at the same time keep it a highly tactical game that would challenge the players' intellect. He felt it was near impossible to recover from a bad roll in Backgammon, whereas in Mindgammon, there is always a chance for recovery and opportunity to win. Many games of Mindgammon come down to each player having one checker left to bear off, that makes Mindgammon much more exciting to play.

The game is available for purchase from the company's web site (www.mindgammon.com) and will be stocked at select retail stores across the USA and Canada in late fall 2008. Mindgammon will also be available in SkyMall catalogs.

Innovation is not something new to board games. An early form of backgammon, Senet, is considered to be the oldest board game. Hieroglyphics representing a Senet game date back to 3100 BC and variations of this game have been found in many Egyptian tombs, including a flawless board in King Tut's tomb. This game resembled the game we now know as "Backgammon", with moves controlled by the roll of dice.

The game of Senet saw many changes over 3000 years - the Romans, Persians, the French and the Germans all contributed with some transformations to the game. According to the Oxford English Dictionary, the earliest use of the word "backgammon" was documented in 1650, and most likely derived from "back", and Middle English "games" meaning game or play. The most recent development in Backgammon was the addition of the doubling cube in 1926-27.

For over five years, Bailey and Hulsen tinkered with the concept to ensure that it met all the requirements they had established. In 2005, they tested the game at the Chicago Toy and Fair Game (CHITAG). The reactions from the audience were more than encouraging. Hundreds of people of all ages and walks of life participated in the first Mindgammon Tournament. It lasted three days and was held at Chicago's Navy Pier. Winners received prizes including a \$500 gas card.

Next, they exhibited the game at Toy Fair 2007 in New York City. This is what Barrett Feintraub, Senior Writer Toy Fair had to say: "more than just a variant on backgammon, one that is plenty of fun, and it's certainly more original than a lot of other 'original' games we saw ("it's Risk, but in space!", "It's Dominoes, but the pieces bend!", "It's Checkers, but...")

There is no doubt plenty of time, thought, and money has been invested in this project."

Through 2007, Bailey and Hulsen have sought out the best manufacturing sources and planned for marketing the game board via multiple channels including traditional media, retail establishments, and the Internet.

The game will be produced in built-to-last, high quality beech wood, Polymer, and chipboard (MDF) to offer a comfortable price range. The retail prices for the game boards will range from \$29.95 to \$129.95 (US).

Bailey added, "Our product has received the attention of the International Montessori Council, Red Cross, and Aging Societies across the globe. Studies have shown that playing games like Mindgammon has the ability to sharpen young minds as well as curb the onset of dementia in the elderly."

Use it or lose it. Research shows that engaging in intellectual activities, like Mindgammon, help keep a person mentally sharp in their senior years. Scientists speculate that mentally engaged people build up a "Brain Reserve" that protects them from dementia.

Also when youngsters are playing Mindgammon, they are using a part of the brain that naturally increases creative thinking by increasing right side stimulation. Once their skill level, ability and mental agility are engaged, their intelligence will slowly but surely increase.

Since early 2008, Mindgammon Inc has had the advantage of having Bala Ramakrishnan of PentaTwo (a marketing/advertising consultancy based in Chicago) join their team. Bala will be executing Mindgammon's marketing strategies and campaigns. "Bala will assist in making Mindgammon the next classic unplugged game of 2008," said Bailey. Press Release Distribution By PressReleasePoint(<http://www.pressreleasepoint.com>)

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