

## PRESS RELEASE

### PHI<>Proud International Games (Proud Holdings Inc.) Announces Launch of New Football Based Strategy Board Game

### GridIron Master™

January 26, 2007 – Stouffville, Ontario

PHI<>Proud International Games (Proud Holdings Inc.) today announced the launch of its new football based strategy board game called GridIron Master™.

GridIron Master™ combines the strategic elements of football with the disciplines and patterns of chess to deliver a board game that will challenge all football enthusiasts from ages 10 and up.

The unique and distinctive GridIron Master™ *Game Board* enables game players to test their knowledge of *football strategy*, while playing on an 'exact-to-scale' football field.

This launch includes the release of both the American football and Canadian football versions of the game.

PHI<>Proud International Games is a partnership of game inventors that attempt to bring new ideas to sports based board games. PHI<>Proud International Games is an operating division of Proud Holdings Inc.

For further information, please visit:  
**[www.GridIronMaster.com](http://www.GridIronMaster.com)**

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