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JISHAKU™

WILL THE FORCE BE WITH YOU?

BEST-SELLING INVENTOR CREATES JISHAKU: THE MAGNETIC STRATEGY GAME FOR BIG KIDS

Tampa, FL (May 29, 2008) – With a degree in electrical engineering, Steve Velte knows a lot about force fields and electronics. He’s used his science know-how to create many innovative products. This year he’s launching his first game, Jishaku™, aimed at tweens, teens and adults, where the power of magnets allows the force to be with you (or not!).

“I think this is the first game to make people jump out of their chairs,” laughs the Florida-based game maker, “when two or three stone magnets attract, players literally jump with surprise.”

Jishaku (jee-shah-koo) is a patent-pending portable strategy game like chess or checkers that can be played anywhere – in the kitchen or at the beach. But unlike chess, the element of surprise is when the magnet jumps out of position, without warning. Surprise, then laughs, follow as two or more players try to beat the force fields with strategic thinking plus careful and precise handling of the game’s magnetic stones. The unpredictability of the game turns any get-together into a party.



Each game comes with 18 polished magnetic stones, a storage pouch and a novel foam insert where the force fields are teased to stay apart or jump together. The game can be played three different ways –, emptying your “hand” with “I’m Out!”, Roundup and Elimination.

“In Jishaku it matters not only *where* you place your stones but also *how* you place each one,” explains Velte. “All magnets have north and south poles and a magnetic field. Study the effect your magnet has on the stones around it. It will attract some and repel others. How you manage that interaction determines your fate.”

The obvious goal of Jishaku, the Japanese word for magnet, is to control your magnets and not have them control you. The game is designed for two or more players and complete instructions are included. Players can also jump to the website, www.playjishaku.com, for strategy tips and some very funny video clips of people of all ages

experiencing the game for the first time.

Because of the constant surprise element, the game appeals to both boys and girls ages 8 and up and has special appeal to more mature game players as well. Jishaku is intended for two or more players. To order online or to find a store nearest you, click on www.playjishaku.com. Jishaku retails for \$19.95.