

*June 19, 2009*

TO ALL MEDIA:  
FOR IMMEDIATE RELEASE

For more information contact  
Joe Herbert, CEO, Jeezle Pete's! LLC  
Dave Herbert, COO, Jeezle Pete's! LLC  
at (513) 265-2939 and [games@jeezlepetes.com](mailto:games@jeezlepetes.com)  
or visit Origins Game Fair Booth #911

**Re: *Herbert Brother's Hard Work Continues to Pay Off***

The Batesville, Indiana brothers, Joe and Dave Herbert, are continuing to their string of successes with their new board game, Triviathon.

In just five short months, the Herbert Brothers have enjoyed three national successes. Their game, Triviathon, was just named the **“Game of the Year - 2009” by Creative Child Magazine** (party trivia board games category).

The Herberts launched Triviathon at the New York Toy Fair in February. This followed after **successfully winning first place in the Dorito's Super Bowl commercial contest**, as well as, **winning the \$1 million USA Today Ad Meter prize** for their commercial.

As the media kiddingly named them, “Two Nobodies from Nowhere”, they continue to capture the creative curiosity of both the public and the media with their unique sense of humor and background.

The Herberts are exhibiting their game, Triviathon, at the Origins Game Fair in Columbus, Ohio during the week of June 24<sup>th</sup> through June 28<sup>th</sup> at Booth #911. This event is open to the public. Joe and Dave will be in-person throughout the week.

#####