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WITH OVER 1.4 MILLION YOUTUBE HITS, ALEX MANDEL'S MOUTHGUARD CHALLENGE NOW A BONA FIDE GAME THAT'S (OMG!) HYSTERICAL

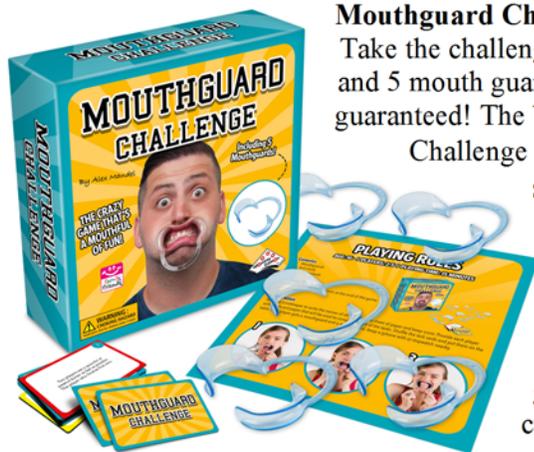
Identity Games Launches \$14.99 Mouthguard Challenge in September

Snohomish, WA (September 7, 2016) – Every so often a crazy concept -- like pouring a bucket of ice over your head – goes viral and everybody wants to try it. Such is the case with Mouthguard Challenge, which started as a bust-out-laughing You Tube video with funny guy Alex Mandel (son of comedian Howie). After millions of views and celebrity copycats, the official game **Mouthguard Challenge (\$14.99)** from Identity Games has arrived!

For the few that have yet to click on Alex Mandel and his buddy Roman Atwood attempting to speak, eat and drink while wearing a plastic dental tool, it's is flat out silliness. Almost instantly, imitators started filming their own Mouthguard Challenge. *The Late Late Show* featured Melissa McCarthy and James Corden, equipped with bibs, attempted to complete a short list of tasks and failed hilariously. Just search for Mouthguard Challenge on YouTube for a load of laughs!

Now young adults 16+ can safely take the challenge in the comfort of their home or dorm room! Alex Mandel co-created the boxed party game with Identity Games, replete with over 75 challenges to test your patience and that of your friends. Simple tasks like whispering or reading aloud an expression become an exercise in hilarity. Create teams or race against each other to complete the challenge. Wearing a bib, as celebrities have done, is optional! Having a napkin handy might be a good idea, too.

Identity Games in the U.S. is known for its line of Find It games and tongue-in-cheek Poopyhead family game. Mouthguard Challenge expands the product line with a little edge and a lot of laughs! Click on their website, <http://www.finditgames.com/mouthguard-challenge.aspx>, to shop for the game.



Mouthguard Challenge • Ages 16+ • \$14.99

Take the challenge if you dare. Game includes 75+ challenges, 4 revenge cards and 5 mouth guards. Giggling, drooling and unforgettable moments are guaranteed! The boxed set is for 2 to 5 players. Be sure to Like the Mouthguard Challenge Facebook page! Find it at Amazon, Hallmark, and select specialty retailers.

ABOUT IDENTITY GAMES

Identity Games has been developing innovative fun for both the corporate and consumer markets for 20 years. The Dutch company was founded in 1992 to make creative and educational games for every business, family and market while exceeding customer expectations by delivering high quality games at the best possible prices. From 2006 through 2013 Identity Games won several awards in The Netherlands, Europe and the US. Most recently, Identity Games USA, a division of Identity Games, acquired the Find IT® games brand. Also on their current toy shelf are Miffy Hide and

Yep, that's Alex Mandel on the cover!

Seek, Tiny World Wildlife, Tiny World Dino, Poopyhead, Boom Boom Balloon and Escape Room the game. Look for Identity Games in Walmart, Target, Toys R Us and online at amazon.com. To find a store, click on their website, www.IdentityGames.com.