

## Sisters 2 Inc.

### games for dames™ Appoints Veteran Game Expert as Sales Manager

#### *‘What’s a Dame to Do?!’ poised to be the next hit game*

**Philadelphia, PA** — November 30, 2007 – *games for dames* today announced the hiring of veteran game expert Frank Martin as Sales Manager. Mr. Martin, who is best known for his introduction of ‘Pictionary,’ anticipates that he and his team can replicate a similar success with ‘What’s a Dame to Do?!’ which is *games for dames*’ first board game release.

According to Martin, ‘What’s a Dame to Do?!’ is poised to be the next hit game, based on the fun that women have playing the game. TDmonthly stated in a recent review, “After two rounds, we initially skeptical gals were convulsed with laughter, mascara’d tears and snot running down our faces. Not attractive, but that made it even funnier.”

*games for dames*, formed by sisters Kerri and Patti, is a company whose vision is to develop a series of board games that are specifically designed for – and to be played by - women. Recognizing a gap in the current market for female-centric games, *games for dames* spent three years developing concepts, conducting focus group research, finalizing marketing strategies, and determining production logistics before releasing their first title, ‘What’s a DAME to Do?!’ – a socially interactive board game that asks women to candidly predict co-players’ reactions to prescribed dilemmas. Unlike family- or couples-focused games available in stores, ‘What’s a DAME to do?!’ is relevant and timely for today’s woman – whether she’s single, an at-home mom or a busy executive. Future plans include developing customized versions of the game for females of all walks of life, including teenagers, co-eds, moms and more.

**For more information, visit [www.gamesfordames.com](http://www.gamesfordames.com).**

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