



## GREATEST GAME INVENTION FOR 100 YEARS

Ailing Toy Industry to be Revolutionised by English Company

FOR IMMEDIATE RELEASE



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Toy shops have nothing new for consumers, who have lost interest, so Toy Industry and retail profits struggle, it's a death spiral!

Culica, as seen on Dragons Den, is the revolutionary cure! The Culica game is the most radical paradigm shift in games since chess and playing cards. Whereas chess is played on a 2D board with chessmen, Culica is played on a 3D board (a cube) with coloured pegs. Like playing cards, Culica has many games that can be played on it.

Games played on the Culica are based on rules about what peg colours combinations win. Challenges vary between easy and tough. Culica can be played solo (a puzzle game) or competitively with friends (a party game). Ages 5 to Adult.

Culica is fun and also benefits cognitive development in areas such as 3D coordination and reasoning. Culicas are also used to create art and even as therapy devices in a hospital.

People want games with long play value, that get us away from the TV and computer. The Culica does just that. With the launch of the Culica, the games industry will never be the same again. The revolution of the Toy Industry has begun!

Culica costs £17.99 and is available in the UK from the Culica Games Store and Amazon.

Prestigious retailers such as Hamleys and Lakeland have bought many Culica games.

Culica Ltd. also produce software games based on the real Culica.

P.S. We have a £10 bet with Mr Duncan Bannatyne, do remind him if you see him.

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If you would like more information please contact James Eadon at +44 (0)7889 181790 – we will get back to you if we can't respond immediately (leave a message), and [james.eadon@gmail.com](mailto:james.eadon@gmail.com)