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Press Release

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I'VE NEVER BAR CARDS HIT THE BAR SCENE

GAITHERSBURG, MD OCTOBER 19, 2007: INI LLC announced today the release of the newest innovation of the I've Never Board Game, the I've Never Bar Card set. The card set enables players to bring the game with them anywhere and with 104 new questions and 10 create your own question cards fans will get a great experience without the full box game set.

"We wanted to give customers a way to play the game at any bar or gathering they chose," explained INI president, Jay Vohra. "Now, 'I've Never' can go from party game with friends to an icebreaker anywhere." The bar card set retails for $7.99 for 104 cards in a pack. Sets can be purchased nationwide from retailers Urban Outfitters to small mom and pop game stores.

The "I've Never" line also extends from the main board game to a collection of funny and over-the-top t-shirts, hats, and shot glasses. Fans can visit www.ivenevergame.com to order online and wholesalers can call 301-442-7880 to set up an account!

About INI, LLC: Founded in 2003, INI is the extension of a dream. Not wanting the idea for the board game to be an "if only" regret Jay Vohra took a huge risk and developed the "I've Never… Board Game" and other "I've Never…" line of products. Reviewed in everything from Playboy to Newsweek, INI designs, manufacturers, and markets entertainment and party products for the Game, Gift, Toy and Adult Industry and their "I've Never…" line of products is now carried worldwide.