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Press Release

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BOARD GAME COMPANY GIVES THE SHIRT OFF THEIR BACK

GAITHERSBURG, MD NOVEMBER 12, 2007: INI LLC announced today a complimentary line of t-shirts to sell along side the "I've Never…" cards and board game. 23 different shirts promoting the game with the words "I've Never had a …" and an adult oriented cocktail name completing the recipe. The recipe on how to make the drink is listed on the back of the shirt. While the tees are unisex in nature, INI also includes one spaghetti tee to offer strictly to women.

"While, the board game is our flagship product, we wanted to offer something to help encourage and increase retailer sales to show we aren't just a one trick pony," explained Jay Vohra, INI, LLC president. "The shot glasses we currently offer showed us that there was definitely room for the tongue and cheek impulse buy. With the holidays approaching, these make great stocking stuffers." The shirts are high quality 100% cotton and are shipping now.

Fans and customers can view the shirts at http://www.ivenevergame.com/store_tshirts.html. Retailers can order the shirts by calling 301-442-7880. The "I've Never..." board game and bar cards can be purchased at www.ivenevergame.com.

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.