



**FOR IMMEDIATE RELEASE**

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**MASHOONGA!® GIVES EDGY TWIST TO ANCIENT MARTIAL ARTS**  
*Durable Foam Sabers and Bo Staffs Combine Competitive Play and Physical Activity*

LAS VEGAS, NV – June 11, 2007 – West Coast-based Revel King®, Inc., today unveiled **Mashoonga!®**, a high-energy game of sport, fitness, and strategy, aimed at pre-teen and teen extreme sports enthusiasts. Created by Luke Bogner, 13, son of Revel King CEO Jim Bogner, Mashoonga! is a fast-paced contest of attack and self-defense moves involving foam sabers and bo staffs, carefully designed and manufactured for safe, competitive contact play. Mashoonga! debuted at the 2007 Sporting Goods Marketing Association Spring Market in Las Vegas, and will be in stores nationwide in September 2007.

Akin to traditional martial arts tools, the soft but durable Mashoonga! Saber and Mashoonga! Bo Staff offer new-age, dynamic play and competitive physical activity within a structured set of game rules – all in the name of fun. Think *Star Wars* vs. *Teenage Mutant Ninja Turtles*, with foam sabers and bo staffs.

The foam tube of both the saber and the bo staff is soft, flame resistant polyethylene (1.3 psi), with an additive for strength and durability. The polycarbonate core tube is light weight and flexible, yet nearly indestructible. The soft Vynafoam™ hand grip is made of durable rubber compounds. The saber and bo staff come in six colors: black, red, blue, orange, green, and pink. Product images and game rules accompany this release.

Revel King, Inc., a San Francisco Bay Area company, creates and manufactures distinctive sports products, games, and apparel for boys and girls 10 and older who are interested in high-energy, safe, interactive physical play. Mashoonga! was conceived by CEO Jim Bogner's teen son Luke and his friends. "We were bored, and we wanted something fun to do," says Luke. "And it is!" Luke is now Chief Creative Officer of Revel King.

Attached is a photograph of the Mashoonga! Saber and Mashoonga! Bo Staff in action; Luke Bogner and his friends who conceived the game's idea, rules, and name are in the back row. Photos and Mashoonga! logo may be used by the press. For hi-rez (300 dpi) jpgs of the product and/or logo, interviews, and the full story of Luke and Mashoonga!, please contact Jim Bogner, [jimbogner@revelking.com](mailto:jimbogner@revelking.com); (925) 262-8433.

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