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Deal will turn the popular game into a nationally televised game show

Wilmington, Delaware – Parris-Randall Productions recently announced the completion of an extensive licensing agreement with toy and game manufacturer McNeill Designs for Brighter Minds. Under the terms of the agreement, the Hollywood-based production company will develop a version of the firm's multi-awarding winning language game *You've been Sentenced!* into a televised game show for national distribution.

"A game show version of *You've been Sentenced!* was always planned --- from the earliest stages of development of the original game," explains company CEO Donald W. McNeill. "This game naturally lends itself to a game show format, and the production team at Parris-Randall has the experience and expertise to take the game to television audiences."

Led by television producers Robbie Randall and Michael Parris, Parris-Randall Productions will incorporate the essence of *You've been Sentenced!*, while translating and enhancing the original game play into an exciting game show format utilizing the latest technologies.

Use of a voting studio audience, play-at-home capabilities, and extensive viewer participation by various media are just a few of the exciting additions planned to make the show even more fun and exciting.

"This is a priceless opportunity for our production team to introduce a proven, extremely popular board game that embodies all the right components to a wide television audience." said company President and Producer, Robbie Randall.

Anticipating a lower median age viewer demographic than many game shows, *You've Been Sentenced!* also offers unique positioning for many advertisers.

Parris-Randall Productions' CEO and Producer, Michael Parris, explains. "Within the game show's fast moving format, select advertiser's brands will receive 3-5 minutes of onscreen airtime. Commercials allow viewers to switch channels or pass over advertising messages using TIVO, DVR or remote control devices, featured advertisers and their brand names are provided lengthy, multi-minute, visual and audio exposure direct to the viewing audience as the game is played."

About You've been Sentenced!

You've been Sentenced! is an innovative language game which utilizes pentagon-shaped cards containing conjugations of funny words, famous names, and familiar places. With a hand of 10 cards, players build sentences, challenging their ingenuity while trying to score the most points

per round, constructing a grammatically correct and justifiable sentence. You've been Sentenced! has received overwhelmingly positive industry reviews and is the winner of numerous national awards including:

- * Creative Child Magazine, Seal of Excellence 2007
- * Dr. Toy Best Products, Spring 2007
- * Oppenheim Toy Portfolio, 2007 Gold Seal Award
- * Spewgie Award, Best Family Fun Game 2007
- * iParenting Media Hot Product Award
- * FAO Schwarz Toy Auditions, Winner
- * National Parenting Seal of Approval
- * Mr. Dad Seal of Approval
- * George Lucas Educational Foundation's Edutopia magazine, Hot Media for Educators
- * MENSA Society's Parenting for High Potential magazine, Resource Roundup Pick

About McNeill Designs

McNeill Designs products are available nationwide through ACD, Alliance, Diamond Distribution, Borders Books, Barnes and Noble, Books-a-Million, and 1,000+ independent retailers. McNeill Designs products are also distributed internationally in New Zealand, Australia, and Canada. For a comprehensive store locator, please visit www.McNeillBrighterMinds.com

About Parris-Randall

Parris-Randall is an independent production company and entertainment enterprise founded by experienced entrepreneurs who apply creative ingenuity and imagination to acquire, fund, develop and produce a diverse slate of film, television and multimedia projects including social networking and internet portal development projects.

As founders, Michael Parris and Robert Randall, apply their various backgrounds in entertainment, which include film, television and music, as well as domestic and international business development. www.parris-randall.com

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