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Moose Games Acquires Worst-Case Scenario License
Moose Expands Growing Gaming Portfolio with Addition of All Things Equal's Top-Selling Card Game

LOS ANGELES (September 21, 2022) – Moose Games, the family gaming innovation division of the award-winning [Moose Toys](#) brand, announced today the acquisition of the Worst-Case Scenario license from the game developer, Miami Beach game company, All Things Equal, as well as the licensor, Quirk Productions. Quirk oversees the licensing rights to Worst-Case Scenario and has entered a long-term licensing deal with Moose Toys for exclusive global rights to sell Worst-Case Scenario games, including the original game and a newly developed adults-only version, effective immediately.

The addition of Worst-Case Scenario reiterates Moose's commitment to building its games portfolio on the backbone of best-sellers and comes on the heels of the brand's recent strategic product and distribution agreements including Spontaneous and Orchard Toys.

"This partnership stemmed from both my and Eric Poses' belief that we could work together to expand the market for Worst-Case Scenario games globally," said David Norman, general manager, Moose Games. "The topic of how to get out of a bad situation has proven fun and engaging as a game for all ages. The new adults-only versions we're bringing to market, alongside the original, are uniquely different, and we look forward to working with Quirk to introduce new variations of its best-selling card game play, beginning this holiday season."

Based on The New York Times bestselling "Worst-Case Scenario Survival Handbook," the Worst-Case Scenario Card Game is an easy-to-learn card game that is perfect for family and adult game night. Game play is simple: match how players rank five worst-case scenarios from one (Bad) to five (The Worst). Match correctly and then score the most to win.

"Recognizing the timeliness of the brand, I developed The Worst-Case Scenario Card Game at the start of the pandemic. Months of positive test-play sessions and a successful launch at Target revealed people's serious need for comic relief in confronting their worst-case scenarios. I look forward to seeing Moose Toys continue to build on the game's early success and make the game a global hit," said Eric Poses, president, All Things Equal.

"Worst-Case Scenario has always been wildly popular - from the original books to the game - and now in partnership with a giant like Moose Toys, we'll be able to expand the game's audience around the world, allowing even more players to enjoy the cheeky fun of ranking their worst-case scenarios," said David Borgenicht, founder and president, Quirk Productions and creator of the Worst-Case Scenario brand.

The new Worst-Case Scenario card games will be on display, alongside Moose Games' entire portfolio, at the Moose Toys Booth at Dallas Toy Fair through today at the World Trade Center, Suite 478.

For more information about Moose Games, please visit www.moosetoys.com.

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ABOUT MOOSE GAMES

Moose isn't playing when it comes to games, it is coming to win with an extensive and playful games portfolio loaded with Moose WOW! With some of the best game developers as partners, there are games to make everyone laugh and smile as well as bring some friendly competition to game nights with friends and family. The broad range of offerings includes board games, card games and a wonderful range of high-quality and engaging educational games. There is something for everyone — adults, families, kids and preschoolers. Now, let's have some fun and let the games begin!

ABOUT MOOSE TOYS

Moose Toys exists to make kids superhappy. For this revolutionary brand happiness lies at the heart of everything we do. With trailblazing toy design, development and manufacturing, no wonder our toys consistently scoop the most longed-for awards. Sprinkling some Moose magic across categories including action figures, collectibles, craft, dolls, games, plush, preschool, vehicles and youth electronics, we've earned our stripes as one of the most creative companies in the industry. As an energetic bunch, we're always on the move, developing groundbreaking content, entertainment and worldwide licensing deals to boot.

This family-run business is proudly built on unshakeable ethical foundations. Our passion for making kids superhappy stretches far beyond our WOW-worthy toys. The Moose Happy Kids Foundation creates moments of happiness and laughter for the children around the world who need it most. We've had a BIG impact on little people, making 3.5 million kids smile so far... and counting.

Australia might be our Moose family home, but with a 600+-strong team dotted across the world, we're committed to sharing our signature superhappy revolution far and wide!

ABOUT ALL THINGS EQUAL

All Things Equal is a tabletop game company based in Miami Beach, FL. The company was founded in 1997 by entrepreneur Eric Poses, who drove around the country for 16 weeks selling his first game invention, Loaded Questions®, out of the trunk of his car. Today, All Things Equal's games have generated more than \$30 million in retail sales at Target, Kohl's, Amazon, Meijer and hundreds of specialty stores. The company's portfolio of humor-based games includes five versions of the bestselling Loaded Questions® brand, Awkward Family Photos® Greatest Hits, and The My Weird School® Game.

ABOUT QUIRK BOOKS

Founded in 2002, Quirk Books publishes a highly curated list of entertaining, enlightening, and strikingly unconventional books for adults and children in a number of genres and categories. Quirk publishes books that are meant to be shared and discussed—books that are objects of desire—and that have the potential to reach the widest possible readership because of their positioning and packaging. Some of Quirk's best-selling titles include *Miss Peregrine's Home for Peculiar Children*, Grady Hendrix's genre busting horror novels *My Best Friend's Exorcism* and *The Southern Book Club's Guide to Slaying Vampires*, the legendary mash-up *Pride and Prejudice and Zombies*, *The Baby Owner's Manual*, and *The Astrology of You and Me*. While headquartered on a cobblestone street in historic Old City, Philadelphia, Quirk's books are distributed worldwide by Penguin Random House and available wherever books are sold.

About Worst Case Scenario® - Expert Advice for Extreme Situations

The Worst-Case Scenario Survival Handbook has become the world's best-selling survival manual. The books have been translated into more than twenty-six different languages. More than three dozen Worst-Case Scenario books have been published, a brand [new edition](#) was released in April 2019, and a touring interactive museum exhibition has been making its way around the United States since October 2019. The brand's philosophy, "Be prepared. Don't panic. Have a plan. Face your fears," continues to energize readers worldwide, with more than 10 million copies in print.