



**FOR IMMEDIATE RELEASE**

## **uclick Rolls Out Pat Sajak's Blackjack Bowling for Mobile Phones**



**Kansas City, MO and Culver City, CA, (September 13, 2006) –** Following the success of the first Pat Sajak Games title for mobile, **Lucky Letters**, uclick today announced the release of a new casino game for mobile with a sports twist: **Pat Sajak's Blackjack Bowling**.

**Pat Sajak's Blackjack Bowling** combines the skill of Blackjack with the world's most popular game – bowling. Play 10 "frames" of Blackjack followed by a special 11<sup>th</sup> Frame of bowling, in which you can wager some or all of your winnings. With each hand, you can choose to draw cards or bowl to reach "21" in this fun, entertaining take on Blackjack. Blackjack pays 3 to 2 – and Blackjack Bowling pays 2 to 1.

Pat Sajak provides support and commentary throughout the game, taking the user from the Blackjack table to the bowling lane with the trademark wit that has made him America's favorite game show host.

"This is a really great game. Mobile gamers, and especially those who love Blackjack will want to put on their bowling shirts and take to the lanes," says David Williger, Executive Vice President of P.A.T. Productions and Pat Sajak Games. "Adapted from our international TV game show format, Blackjack Bowling is poised to generate some real buzz by being launched domestically on mobile phones first."

**Pat Sajak's Blackjack Bowling** is the second Pat Sajak Game title for mobile to be released by uclick. Pat Sajak's Lucky Letters debuted in (April) and has become one of the most popular mobile games in uclick's mobile game product line, which also includes USA Today Sudoku and Garfield Games.

As the mobile games lineup expands, uclick continues to emphasize fun and interaction as the trademarks of each new product they release.

"Lucky Letters set the bar really high for the kind of quality fans can expect from Pat Sajak Games on uclick mobile," says uclick CEO Chris Pizey. "Blackjack Bowling lives up to that standard, and then some. Mobile gamers are going to love it, and they can look forward to more great games from Pat Sajak Games and uclick in the months to come."

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Pat Sajak's Blackjack Bowling launches this fall on all major carriers.

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For more information about Pat Sajak Games, visit <http://www.patsajakgames.com>.

For more information about uclick's mobile products, visit <http://content.uclear.com/mobile/>

**About uclick, LLC:**

uclear is a best-of-breed mobile content provider, offering a broad mix of popular comic strips, comic books, manga, illustration, photography, video and games for mobile phones. Featuring top brands such as Garfield, The Boondocks, Teenage Mutant Ninja Turtles, TOKYOPOP, USA Today, Pat Sajak, Mary Engelbreit, Wyland and many more. uclick's products are available through their flagship consumer brand, GoComics ([www.gocomics.com](http://www.gocomics.com)), top U.S. carriers and leading distributors worldwide. uclick is a division of Andrews McMeel Universal, the leading syndicate and publisher of humor books and calendars in North America.

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