



**BEN STEIN OFFERS HIS OWN
'STIMULUS PACKAGE'
Actor Releases New iPhone Trivia Game**

(November 24, 2008) Ben Stein, one of America's favorite character actors, debuts his new iPhone trivia game, ***Ben Stein: It's Trivial*** to rave reviews. Breaking new ground, this marks the first iPhone application introduced by a celebrity. The game is reminiscent of Stein's previous hit show, only now players swipe Ben's stuff with the help of Cheex - Stein's sticky-fingered monkey co-host.

In *Ben Stein: It's Trivial*, Ben challenges players with questions and offers comical one-liners with his trademark monotone delivery, all while Vegas lounge music and over the top background vocals spice up the experience. "With all of the economic doom and gloom out there, I see my new trivia game as a 'fun stimulus package' to get people smiling again over the holidays" Stein remarks.

Trivia starts off simple and becomes more challenging as the player progresses. Players earn points based on how quickly they answer questions from four categories: Pop Culture, Sports, Natural Wonders and Random Steinage. The more points earned, the more items Cheex can steal from Stein's Estate. Depending on a player's performance, Ben becomes either a lovable cheerleader or sarcastic nemesis.

Cheex's primary mission is to steal Ben's most prized possessions, including a pile of gold bricks, glowing green nuclear rods and a personalized space capsule. Even Ben's mega-mansion is up for grabs. Steal all of Ben's Stuff and win the game...easy, right?!

What happens when you win? Well, that's a secret. But rumor has it Ben is left with nothing - not even his pinstriped suit! The first 100 players who have what it takes to win will be rewarded with a diploma inducting them into the "Hall of Stein" online winner's board. Each certificate will be signed personally by Stein and shipped to the winners. **One lucky winner will have the opportunity to play live against Ben Stein himself!**

"This game is truly remarkable. It's like having a TV game show in your own

pocket. It's a great game for the whole family!" says Stein.

Developed by industry-leading Griptonite Games (SPORE Creatures, Lord of the Rings, The Sims, LEGO Star Wars), *Ben Stein: It's Trivial* is their fourth iPhone / iPod touch game. For more information, please visit: www.griptonite.com.

The full version is available for download in the Apple iTunes Apps store for \$4.99. Additional trivia theme packs are planned for released in early 2009. The game is available exclusively for the Apple iPhone and iPod Touch.

About Ben Stein

Known for his sharp wit and deadpan delivery, Ben Stein – Emmy Award winning TV game show host, actor, presidential speechwriter, economist, and dog lover – can now add video game host to his impressive resume.

More Information

To view a game demo video, download screenshots, logos, music files, sample questions and more; visit the official Ben Stein: It's Trivial game website and click on "Press Room": www.BenSteinTrivia.com.