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Kyfak Inc.

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Press Release #2: New Table Top Game Comes Home to Peterborough

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Peterborough, ON: A new party game called FINISHIT was launched on Saturday afternoon in downtown Peterborough, by a new toy & game company called Kyfak Inc. Jamie Doran, inventor of FINISHIT, hosted the product launch with support from the Trent University Alumni office, the Olde Stone, and Print Ninja. Doran and his business partner, Jeff Huber, hope that FINISHIT is the next big party game.

FINISHIT is a table top game that's fun for almost everyone. It's recommended for ages 13 and up. The object is to win five points by being the best or worst at completing short phrases. Yes, in this game players get points for being awesome or terrible. The Judge decrees who are the best and worst Scribes in each round, while a Bomber, a Scribe who modifies others' responses, hopes to gain the advantage and win the round.

'It's essentially a recipe for laughter.'" Doran says.

At the launch party the attendees learned how to play FINISHIT via five mini games. The party goers were fully engaged and there was no end to the laughing. By playing the mini games, they earned chances to win prizes donated by Trent University, the Olde Stone, Print Ninja, and Kyfak. People left with copies of the new game, tons of prizes, and wide smiles.

"It's rewarding to highlight Trent alumni who are doing interesting things. Partnering with Jamie Doran on the launch of his (and Kyfak's) first board game is a unique opportunity. It's a success story for Peterborough and Trent University." Lee Hays, Director, Alumni Affairs, Trent University.

"We are thrilled to host the launch of FINISHIT and are beyond happy to support local entrepreneurs Jamie Doran and Jeff Huber with their exciting new business venture. We also look forward to adding FINISHIT to our popular Monday night games nights; it's the perfect addition!" Andrea Reid, Olde Stone Brewing Company.

Doran is a Trent University Alum, and Peterborough native with lots of family in the area. "I'm living in Guelph these days but call Peterborough, home." Doran says. "It was important for me to bring our new game to my home town and share it with everyone." He explains that he's made his family and friends test out lots of the games he's invented over the years. In fact, many of those who played an early version of FINISHIT became the first customers.

"People are genuinely excited about FINISHIT. There's a buzz on social media. Kyfak's already sold 100 copies of the 500 games in our first production run." Jeff Huber, Vice President, Kyfak Inc.

Dr. Doran is the former CEO of Innovation Guelph and now President of Kyfak Inc.

Doran and his business partner, Jeff Huber, started Kyfak Inc., as a vehicle to develop and release toy and game products. They plan to take FINISHIT on the new game circuit in the new year looking for a mass market distributor in Canada, USA, and Europe.

For more information visit kyfak.com/FINISHIT