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Kyfak Inc.

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FINISHIT? Kyfak's Just Getting Started!

Release Date: Dec. 3, 2016

Guelph, ON: A new, Guelph-born, party game called FINISHIT has just hit the market! The game was launched by two seasoned entrepreneurs and University of Guelph Alumni, Jamie Doran, former CEO of Innovation Guelph, and Jeff Huber, former President of ENRIX Group, via their new toy & game company called Kyfak Inc.

"Jamie and I have been in the entrepreneur game for a while now, as we build Kyfak Inc. and launch FINISHIT, we're drawing on everything we've learned about the start-up game." Jeff Huber, Vice President of Kyfak Inc.

The high energy Launch Party, saw Kyfak join forces with two other Guelph businesses run by University of Guelph alumni, The Boardroom Cafe and Royal City Brewing Company. Excited supporters filled the Boardroom Cafe on the afternoon of December 3rd, to celebrate FINISHIT and recognize the nearly 100 VIPs and customers who pre-ordered the game. Kyfak and the launch party partners gave away lots of prizes including, free games, FINISHIT pint glasses, the amazing limited edition FINISHIT poster, Boardroom passes, and swag donated by Royal City, Print Ninja, and University of Guelph.

"The University of Guelph Alumni Association was proud to join Jeff and Jamie in launching FINISHIT. It was powerful to see so many U of G alumni rally around this new game." Jason Moreton, Assistant Vice-President, Alumni Advancement at University of Guelph.

"When Kyfak approached us about doing a game launch at the Boardroom Cafe, we were more than happy to partner with them. Guelph has a vibrant game scene and the Boardroom is the perfect place to check out new games like FINISHIT. We wish Kyfak all the success in the world." Kevin Bowman, one of five owners of the Boardroom Cafe.

Royal City Brewing Company provided the ideal beverage to fill the custom-made FINISHIT pint glasses. Attendees raised their glasses to cheers the launch of the game and recognize the winners of the many prizes that were given away.

"Royal City values collaborative events like this one - cheers to Kyfak, the Boardroom Cafe, and FINISHIT!" Sonia Preisler, Royal City Brewing Company, Event Coordinator.

Kyfak knows that FINISHIT has mass market appeal. Evan Cain, Account Manager at Print Ninja, "I thought I would let you know that our team stayed after hours last night and played FINISHIT, we had a

blast! You've definitely come up with quite the fun game." The game was designed to appeal to teens, family and friends of all sorts. It makes the perfect family Christmas present, birthday present, or gift for anyone who likes to laugh.

"I've been designing games since I was a kid. So, publishing FINISHIT has been a dream come true. We hope everyone loves playing it as much as we do." Jamie Doran, President Kyfak Inc.

In the New Year, Kyfak will take FINISHIT on the new game circuit in Canada, USA, and Europe to find a mass market distributor.

About FINISHIT: FINISHIT is a hilarious game for friends and family ages 13+. The objective of the game is to be the BEST or WORST at finishing short phrases to win cards. Players take turns being the JUDGE, the SCRIBES, or the BOMER. First player (or players) to acquire five cards winds! Learn more at kyfak.com/FINISHIT