

## **NEWS RELEASE**

Contact:

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### **WATER WARS AND WHIRLWHIMS ANNOUNCE U.S. MARKETING ALLIANCE**

ORLANDO, FLORIDA, November 18, 2010 – T&D Enterprises of Brainerd, Inc. (doing business as Water Wars, of Pequot Lakes, MN) and WhirlWhims LLC (of Parsippany, NJ) today announced their intent to enter a Marketing Alliance in which Water Wars will assume U.S. sales responsibility for WhirlWhims' interactive water games and action races games, starting December 1. Thomas P. Woog, Vice Present of Water Wars, and Bill Holsten, Managing Member of WhirlWhims, made the announcement at the IAAPA Expo trade show here.

According to Woog, the agreement will add WhirlWhims' water games Pitchburst® (water balloon-based dunk tank alternative), Downpour Derby® (dueling water pump bucket spill game) and Spin Soaker® (the world's first and only wet roulette game), and balloon-bursting action race Boom Blaster®, to the Water Wars portfolio. "These branded games bring an exciting new dimension to customers' fun offerings at special events, camps, resorts, family entertainment centers and other fun venues," he said.

Holsten added, "The Water Wars organization is a top-notch team that places a high value on customer needs and in making the most of fun events and places. We are very pleased to partner with them to bring our unique games to new markets, while maintaining the strong relationships with our existing customers."

Under terms of the Marketing Alliance, which were not disclosed, Water Wars will receive commissions for sales of the WhirlWhims brands. The two companies will maintain their own manufacturing and fulfillment operations. Both also said they envision the Marketing Alliance as a first step toward potential increasing levels of partnership and cooperation.

For additional information see:

[www.waterwars.com](http://www.waterwars.com)

[www.whirlwhims.com](http://www.whirlwhims.com)

Photo available of Woog and Holsten together at IAAPA booth – request via [billh@whirlwhims.com](mailto:billh@whirlwhims.com)

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