



PRESS RELEASE

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The Tactic for ASTRA is Fun and New Games - Tactic Games' Booth 1054 -

Charlotte, NC - (April 15, 2015) – Tactic Games brings its full line of games, including its all new, original games as well as new licensed games, into the 2015 **American Specialty Toy Retailing Association (ASTRA) annual Marketplace and Academy trade show** which will be held from June 7-10 at the Charlotte Convention Center in Charlotte, North Carolina.

ASTRA attendees will get to see all of the new games from Tactic (Booth #1054) that are all available to go straight to retail shelves this Summer.

Tactic will be showing the new expansion to its hot-selling iKnow® trivia game as well as new versions of its Alias family of games. iKnow now has expansion sets that include: iKnow in America, iKnow Amazing Earth, iKnow Innovations and iKnow Lifestyles sets of questions and cards. The Alias games now offer Junior Alias, Family Alias, Party Alias and Dice Alias versions.

Other products on display at ASTRA include Tactic's Flags of the World and States of the USA family games; children's games, Choco, Colorful Caterpillars, and Hungry Monsters, among others; and the company's Mindwarrior category of euro-style strategy games that includes, Kaleva, Realm of Wonder, Kings of Mithril and Terra Evolution – Tree of Life games.

About the American Specialty Toy Retailing Association (ASTRA):

With more than 1300 members, the American Specialty Toy Retailing Association (ASTRA) is the largest association for companies in the toy and children's products arenas. ASTRA and its member companies promote the growth of the toy industry by delivering products that serve children's best interests. For more information, visit www.astratoy.org. Each year, the ASTRA's 2015 Marketplace & Academy is THE place for inspiration, connection & deals! At the show, attendees discover the coolest toys from the newest manufacturers and take advantage of show-only discounts. ASTRA's Marketplace & Academy is known for its productive but relaxing atmosphere and all the one-on-one relationship-building time with toy manufacturers that's hard to get at other industry events. For more information contact the ASTRA office at 312.222.0984 or info@astratoy.org

About Tactic Games:

Tactic Group® is an international and fast growing developer and marketer of board games in Europe, now launching in the U.S. and Canada. For the past 48 years, the Finnish board game company has provided consumers with innovative, high-quality products that have been warmly received by the public, including award-winning Molky® and iKNOW®. Their mission is to produce entertaining games that offer moments of genuine delight and entertainment to family and friends the world over. To discover more about Tactic's wide range of games, visit www.tactic.net/USA and get all of the most up-to-date, immediate information by interacting with the company on its social media channels: [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).