



NEWS RELEASE

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United Feature Syndicate
Newspaper Enterprise Association

FOR IMMEDIATE RELEASE

United Feature Syndicate Offers KENKEN™, the Hot New Logic Puzzle That Makes You Smarter; Will Shortz Calls It “The Most Addictive Puzzle Since Sudoku”

NEW YORK, September 15, 2008 – **KENKEN** is taking the world by storm!

Hailed by *The New York Times* puzzle guru Will Shortz as “the most addictive puzzle since sudoku,” **KENKEN** is part logic, part math, and wholly engrossing in a way that no other puzzle on the planet is right now. **KENKEN** is available from United Feature Syndicate through an arrangement with NEXTOY, LLC. Starting today, the question on everybody’s lips is going to be, “Can *you* **KENKEN**?”

Already a big hit in *The Times of London*, where sudoku got its start, **KENKEN** will soon be everywhere in the U.S. St. Martin’s Press is publishing 800,000 copies of four *Will Shortz Presents KENKEN* books in October, and national booksellers like Barnes & Noble, Borders, and Target have committed prominent displays in stores across the country. Nearly two million **KENKEN** books have already been sold internationally.

Created in Japan by educator Tetsuya Miyamoto as a way to help students sharpen their thinking skills, **KENKEN** is known as “the logic puzzle that makes you smarter.” It is a great tool not just for students, but for people of all ages looking to keep their brains nimble and sharp.

KENKEN is available in a variety of sizes and challenge levels. United Feature Syndicate is offering puzzles that consist of either a 4x4 (easy) or 6x6 (challenging) grid of boxes divided into “cages,” marked by bold outlines. As in sudoku, all numbers 1 through 4 in an easy puzzle, or 1 through 6 in a challenging one, must be used without repetition in each row and column. The difference is that all numbers in each cage must combine, using the denoted math operation, to produce the target number in the top-left



corner. Check out www.KENKEN.com for further instructions and to try the puzzle.

United Feature Syndicate is a division of United Media, the information and entertainment company that develops and markets 150 comic strips and editorial features worldwide, including **Cokie and Steven Roberts, Nat Hentoff, Sense & Sensitivity by Harriette Cole, Peanuts, Dilbert, Pearls Before Swine** and **Get Fuzzy**. United Media (www.unitedfeatures.com) is a wholly owned subsidiary of The E.W. Scripps Company.

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NOTE TO EDITORS AND ART DIRECTORS: Please use this art to illustrate a story about **KENKEN**.

HOW DO I PLAY?

Solving a KenKen puzzle involves a bit of logic and a bit of simple math.

All the numbers 1 through 4 (for an easy puzzle) or 1 through 6 (for challenging) must appear in each row and column without repeating. Numbers within each heavily-outlined group of squares, called a cage, must combine to produce the target number in the top-left corner using addition, subtraction, multiplication or division as indicated.

- First, plug in any freebies provided. In a one-square cage, simply write in the number in the top-left corner. No math necessary!
- Next, look for cages whose target numbers are either high or low, since these are often easier to solve. For example, if there is a 2-square cage adding up to 3, you know that the numbers must be 1 and 2, and you can go from there.
- Once you've filled in several numbers, you can use some Sudoku-like logic, meaning that you can ignore the target numbers and just see which digits have yet to be used in a particular row or column. It's a process of elimination.
- Continuing this way, you can fill in the rest of the squares.

KENKEN

THE LOGIC PUZZLE THAT MAKES YOU SMARTER.

EASY

7+			2-
12×		2	
	4	24×	
6×			

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WORKSPACE:

RULES

- 1 Each row and each column must contain the numbers 1 through 4 without repeating.
- 2 The numbers within the heavily outlined boxes, called cages, must combine using the given operation (in any order) to produce the target numbers in the top-left corners.
- 3 Freebies: Fill in single-box cages with the number in the top-left corner.

PREVIOUS ANSWER

4	12×	2-	3
4	2	1	3
2+	1	3	2
	3	2	4
	2	11+	3
	4	3	1
4+	3	1	4
	2	4	2

For more information, or to sample **KENKEN** for your newspaper, please call Mary Anne Grimes at **212-293-8626** or **800-221-4816** or e-mail magrimes@unitedmedia.com.

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