

## **KING FEATURES PARTNERS WITH CONCEPTIS LTD. TO OFFER NEWSPAPER READERS THE PUZZLING PHENOMENON OF SUDOKU**

**(Immediate Release - New York)** Today, there exist two distinct groups of people: those who are familiar with and enjoy the highly addictive and mentally stimulating puzzle known as Sudoku and those who haven't heard of it yet. For those who are unfamiliar with what the media has called "the Rubik's cube of the 21<sup>st</sup> century," Sudoku is a logic-based, number-placing puzzle that is quickly becoming a global phenomenon. In September, King Features Syndicate teamed with Conceptis Ltd., an Israeli-based logic puzzle supplier, to offer **Conceptis Sudoku** to its large contingent of newspaper clients.

Described in the media as "the fastest-growing puzzle in the world," Sudoku (pronounced soo-doe-koo) requires the application of logical reasoning but no mathematical skill. Sudoku puzzles consist of a grid of 81 squares, divided into nine blocks of nine squares each. Some of the squares contain a number. The goal is to fill in the empty squares so that the numbers 1 to 9 appear just once in every row, column and individual block. The lure of Sudoku is that the rules are as simple as the reasoning required to successfully complete each puzzle is complex.

Available 7-times-a-week and distributed by King Features to newspapers worldwide, **Conceptis Sudoku** by creator Dave Green provides a different and unique experience compared to most other Sudoku puzzles in the market today. **Conceptis Sudoku** features an increasing level of day-to-day difficulty, with the Monday puzzle being the easiest and the Sunday the most difficult. This progressive variation is perfect for puzzle fans of all skills and ages who read the newspaper every day and like to challenge their puzzle-solving abilities.

"The strategic relationship with King Features opens a new door into the newspaper media" says Dave Green, president of Conceptis. "We are honored to cooperate with the world's leading newspaper syndication company. There is a great opportunity in the newspaper logic puzzles market and we plan to become a significant player together with King."

Contrary to popular belief, Sudoku did not originate in Japan. Its name though is derived from the Japanese language (Su = number, digit; Doku = single, unmarried). The origin of Sudoku can be traced back to 1783 when Swiss mathematician Leonhard Euler devised "Latin Squares," which he described as "a new kind of magic squares." These "Latin Squares" featured a grid in which every number or symbol in the Greek alphabet appeared once in each row or column.

Sudoku puzzles were first published in the late 1970's in *Math Puzzles and Logic Problems* magazine by Dell Magazines. Dell took Euler's Latin Square concept and applied it to a 9x9 grid with the addition of nine 3x3 boxes, each containing all numbers from 1 to 9. Dell called the puzzle "Number Place" and still does today.

In 1984 Nikoli, Japan's leading puzzle creating company, discovered Dell's version and decided to present it to their Japanese puzzle fans. In 1986, after some important improvements were added, Sudoku became one of the best selling puzzles in Japan.

Today, Sudoku enjoys international popularity through Sudoku clubs, chat rooms, strategy books, videos, mobile phone games, card games and competitions around the world.

“The global popularity of Sudoku has been phenomenal to watch,” says Brendan Burford, Puzzle Editor at King Features Syndicate. “We chose to add **Conceptis Sudoku** to King Features’ puzzle and games portfolio because Conceptis is a dominant player in the international logic puzzles market. With **Conceptis Sudoku**, King Features offers yet another top-quality puzzle in this category.”

### **About Conceptis Puzzles Ltd.**

Founded by Dave Green, Conceptis Ltd. is the leading supplier of picture-forming logic puzzles to magazine and book publishers worldwide. Based in Israel, Conceptis Ltd. offers more than 6,000 new puzzles each year to magazines, books and mobile content providers in 25 countries all around the globe, including the United States, United Kingdom, Japan, France, Germany, Spain, The Netherlands, Italy, Hungary and Finland.

For more information about Conceptis Ltd., please visit <http://www.conceptispuzzles.com>

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