

The Show Has Ended, But the Game Lives On in the First Ever Seinfeld Trivia Game!

Take Your Love of Seinfeld to the Next Level with the First Board Game "In Pursuit of Nothing"

San Jose, CA – November 19, 2007 – Do the phrases "Man Hands," "Close-Talker," "Two-Face," "Jimmy Legs," "Re-Gifter," "Double Dip," "High-Talker," "Master of Your Domain," "Relationship George" and "Fusilli Jerry" ring a bell? If so, you need to get your hands on the first ever Seinfeld trivia board game!

San Jose based IPON Productions introduces "***In Pursuit of Nothing***," the Seinfeld trivia game that includes an interactive DVD with hundreds of trivia questions based on the exploits and follies of Jerry Seinfeld (star of the current box office smash "Bee Movie"), George Costanza, Cosmo Kramer, Elaine Benes and the rest of the Seinfeld gang.

The game features a foldout version of the Monk's Coffee Shop booth, where players take turns answering Seinfeld questions from the included DVD. Because George is as cheap as the day is long, he is short on his share of the lunch tab. Each player starts with contributing \$2 towards his bill. Each question has a monetary amount (the harder the question, the more valuable), and a correct answer reduces the player's contribution. The person who contributes the least to George's tab wins!

"In Pursuit Of Nothing" is a board game created by Seinfeld fans, for Seinfeld fans. Finally, after years of watching, studying and talking about Seinfeld episodes, you will now be able to live out your favorite moments (even those included on the recently released Seinfeld Season 9 DVD Boxset) with your real-life friends! For more information or to order "In Pursuit of Nothing," please visit www.inpursuitofnothing.com