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## **Pizza Box Football Offers Free Sneak Preview of 2005 Expansion at GenCon Indy**

(Indianapolis, IN, August 17, 2005) Pizza Box Football, the fast-paced football strategy game, is making available a sneak preview of extra plays included in its 2005 expansion. The 2005 expansion is due for release in September and will feature 32 teams with different strengths and weaknesses along with the extra offense and defense plays.

The sneak preview plays expand Pizza Box Football's rock-paper-scissors strategy to a 6-by-6 strategy matrix. The plays work with existing Pizza Box Football games and do not require additional rules.

On The Line Game Company, LLC, makers of Pizza Box Football, decided to pre-release these plays to promote the 2005 expansion. "Pizza Box Football is fun for fans at any level—from the casual or young fan to the sophisticated football fan," says company president Erik Smith. "You can create highly competitive leagues with your friends, play it as a beer-and-pretzels game or even play it with your kids. You and your opponent decide how much strategy you want to involve and how long you want to play."

Since its release earlier this year, Pizza Box Football has made free plays available for download on its web site, [www.PizzaBoxFootball.com](http://www.PizzaBoxFootball.com). "Free Downloads are a core part of our model," Smith explains. "This sneak preview exemplifies the relationship we're building with our fans. With the release of our 32-team 2005 expansion, we'll begin offering a free download that instructs fans how to build their own teams." Fans of Pizza Box Football can pick up their additional sneak preview plays at GenCon Indy from August 17-21 in booth 444.

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Note: Review samples of Pizza Box Football are available

### **Company Information**

Pizza Box Football is made in the USA by On The Line Game Company, LLC. A 2005 release, the game is now distributed throughout the US and UK. To learn more about On The Line Game Company or Pizza Box Football, contact Erik Smith at (415) 846-6097 or visit [www.PizzaBoxFootball.com](http://www.PizzaBoxFootball.com).