



**FOR IMMEDIATE RELEASE**

**MIKE GONZALES JOINS USAOPOLY AS VP\_of Creative & Business Development**



**Carlsbad, CA – March 7, 2016** – USAopoly announces the hiring of Mike Gonzales as Vice President of Creative and Business Development to oversee creative, new business and product development strategy for the company.

Gonzales is a proven Creative Executive, bringing over 20 years of global product and digital development experience to USAopoly. He previously held the position of Head of Consumer Products at Weta Workshop, Creative Director at 343 industries (Halo), and other key creative positions with Wow Wee, Atari, and RockStar Games. He has developed and launched inventive lines of innovative products, mobile applications and collectible toys in addition to managing the creative production and manufacturing globally.

“We are very pleased to bring Mike onto our team,” said John M. Davis, President and CEO of USAopoly. “Mike’s track record of success and expertise in creative development, merchandising, production, new business development and marketing make him a natural fit. A seasoned professional with over 20 years in the industry, he will help take our company to the next level.”

“This is a dream job for me,” said Gonzales. “USAopoly is a passionate group of people who work with an amazing portfolio of licensed brands. I love the culture, and I’m excited to bring my expertise to this talented team. “



## **About USAopoly:**

Founded in 1994, USAopoly, Inc. is a leading board game, puzzle and collectibles manufacturer servicing specialty and mass markets in the U.S. and Canada. Our line-up of iconic licensed game brands includes themed and collectible versions of MONOPOLY®, CLUE®, CONNECT 4®, CRANIUM®, THE GAME OF LIFE®, MEMORY® CHALLENGE, OPERATION®, RISK®, TRIVIAL PURSUIT®, YAHTZEE® (under license from the Entertainment & Licensing Division of Hasbro), MUNCKIN®, BANG!®, Panic®, NEFARIOUS®, as well as award-winning games TELESTRATIONS®, TELESTRATIONS AFTER DARK®, TAPPLE®, TAPPLE® 10, REVERSE CHARADES®, WONKY™ and LIFT IT!™ Each one of USAopoly's games are created to bring people together to share an emotional connection and make memorable moments of fun.

###

Media Contact: Cindy Saylor  
[csaylor@usaopoly.com](mailto:csaylor@usaopoly.com) | 760-602-7640