

## FOR IMMEDIATE RELEASE

## Puzzle Pod Cryptex – A Gift to Torture Your Loved Ones

-4Thought Products LLC releases a new brain teaser puzzle that allows gifts to be delivered as part of a treasure hunt adventure -

NOVATO, Calif., July 29, 2013 – 4Thought Products has released a fun new gift product, Puzzle Pod Cryptex (<a href="www.puzzle-pod.com">www.puzzle-pod.com</a>), which provides a unique way for people to exchange gifts as part of a treasure hunt adventure game. Puzzle Pod follows the success of Vino Vault Wine Cryptex (<a href="www.vino-vault.com">www.vino-vault.com</a>) which is used as a game to exchange gift bottles of wine. Puzzle Pod was developed in response to our customers requesting the same fun concept but for use with other items and suitable as a gift for children as well as adults.

This product appeals to people who enjoy items such as "money mazes," brain teaser puzzles, and similar novelty items. Puzzle Pod Cryptex functions somewhat like a large combination lock having five tumblers with letters. Spelling and aligning the correct code word beneath a marker allows it to be unlocked and release a clear dome shaped jar. The capacity of the jar accepts any number of smaller sized gift items (visible or wrapped) such as candy, money, gift cards, toys, jewelry, cigars, smart phones, keys to something bigger, and more. The combination can be set to any five letter word of one's choice and reset an unlimited amount of times. The person setting it up designs their own set of clues (easy or obscure) and determines how they will be delivered, as well as how frequently, to the recipient. The clues can be delivered by email/text messages, song titles or lyrics, hidden notes, billboard signs – unlimited possibilities. The game can last one evening or several months. A "time-released" gift can be delivered months ahead of time with progressive clues given until easier ones arrive around a birthday, holiday, or special occasion. The person receiving Puzzle Pod can access their enclosed gift only once the correct code word is discovered allowing the pod to be unlocked.

An additional design feature includes a slot on the jar's screw-on cap allowing it to double as a money or coin bank. Both Puzzle Pod and Vino Vault can be used as entertaining social games for parties, corporate events, etc. Clear, large print instructions are provided and the website has an online video set-up procedure. A code bank of potential five letter words that might be used is also available.

Steve Small, the inventor of the products, was inspired by Leonardo Da Vinci's mythical cryptex device written about in Dan Brown's popular novel "The Da Vinci Code." Steve stated, "Drinking wine while reading the novel one evening led to the concept of a game for gift exchange." The products are patented.

In November of 2012, Vino Vault received an enthusiastic response from audience members when presented as a fun Thanksgiving dinner table game on ABC's daytime television show "The Chew." These unique items can turn any ordinary gift into a fun adventure for both the receiver as well as the giver. Puzzle Pod lists at \$29.95 and is currently on sale from the company's website for \$23.95. Vino Vault lists at \$29.95, is on sale for \$25.00, and also includes a free wine party bottle exchange game called "Spin the Bottle."

## **About 4Thought Products LLC**

4Thought Products LLC, founded in 2011 by mechanical engineer Steve Small, is a company dedicated to the development of new and innovative products. The opportunities considered are not limited to any one category or industry. Products that provide new (or improved) useful functions, amusement, entertainment, or promote advancements in health, environment, or medicine are examples of ones considered. Puzzle Pod and Vino Vault are being sold both in the US and internationally. For more information, visit www.puzzle-pod.com.

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