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IT'S OFFICIAL: SUDOKU IS THE MOST PLAYED GAME IN AMERICA
According to Recent Survey Sudoku Has Been Played by 167 million Americans

PHILADELPHIA, September 19, 2007 – It's official. Sudoku is the most played game in America according to a just completed Philadelphia Inquirer national survey. Approximately 167 million Americans, or 56% of the adult U.S. population, have played sudoku according to the survey.

Among the key findings, more than half (56%) of Americans have played sudoku. And, it doesn't matter where people live, whether they are male or female or even what their political orientation is. The number of people playing sudoku is split between men (42%) and women (58%); geography (Northeast 28%, Southeast 20%, Mid-West 28%); and even political orientation (conservatives (30%), liberals (17%) and moderates (30%) or no political orientation (23%).

The Philadelphia Inquirer conducted the research in conjunction with its sponsorship of the first-ever Philadelphia Inquirer Sudoku National Championship (www.philly.com/sudoku), hosted by puzzlemaster Will Shortz, scheduled for October 19-21, 2007 at the Pennsylvania Convention Center in Philadelphia.

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“This survey documents the sudoku craze in America,” said *The Philadelphia Inquirer* Publisher Brian Tierney. “Newspapers have played an important part in bringing this fun and challenging game to readers. The Philadelphia Inquirer is pleased to sponsor our upcoming sudoku championship which, for the first time, will identify the best sudoku players in America. We hope that the Championship further highlights and expands sudoku’s universal appeal.”

Sudoku was first popularized in America in 2005 and has steadily gained playing momentum as evidenced by the summer 2007 announcement that sudoku was one of six words added to the Merriam-Webster Dictionary.

“Sudoku is a game that continues to spread across geographic lines and across generations,” said renowned puzzle master Will Shortz. “It has been exciting to watch the popularity of the game grow and to watch it become an important and entertaining part of everyday American culture.”

A total of 3,710 people were surveyed from across the county from July 10 – August 2, 2007 by Zoomerang Data Service. The survey consisted of 30 questions asking respondents if they played sudoku and about their preferences and habits.

Newspapers Fueling Sudoku Growth

The Philadelphia Inquirer survey results indicate that many sudoku enthusiasts first learned about the game from newspapers (40%), and that puzzlers prefer to do puzzles on paper (80%) rather than online (20%). Of the people surveyed, nearly two-thirds (61%) said they read a newspaper within the last 24 hours and 83% said that they read a newspaper within the past week.

People of All Ages Play

Sudoku is a game that people of all ages can play. The recent survey results show the game is continuing to spread among younger generations, reporting that 2.7 million Americans under the

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age of 18 have played sudoku. Research shows that adults play as well, indicating that the majority of sudoku players are between the ages of 40-59 (58%), 21% of sudoku players are between the ages of 30-39, and that 14% of players are 70 or older.

Some Distinctions Do Apply

The survey results did show some distinctions including that a majority of sudoku players are between the ages of 40-59 (58%), married (73%), and have two to three children (66%). Sudoku is less popular in some parts of the country where smaller percentages of respondents said that they have played: West (11%), Southwest (9%).

The survey also asked people about their habits relating to when and where they prefer to play sudoku. Many people have been playing for less than a year (40%) and consider themselves easy players (54%). A lot of people prefer to play throughout the day (45%) and seventy-six percent (76%) said they prefer to play at home. Additionally, half (50%) or 148 million Americans said they play sudoku at least once per week.

About Philadelphia Media Holdings

Philadelphia Media Holdings, LLC, is the leading media company in the Philadelphia region. Privately held and locally owned, PMH is the owner of The Philadelphia Inquirer, Daily News, Philly.com, related online products and several community newspapers. With almost one million people reading The Inquirer each day, and 1.6 million on Sundays, The Inquirer is the region's most-read daily newspaper. Together with the Daily News, the #1 tab newspaper in the region, which reaches 500,000 readers each week, and Philly.com, the #1 website in the region, Philadelphia Media Holdings, LLC, reaches almost 2 million people each day.

About The Philadelphia Inquirer Sudoku Championship

The Philadelphia Inquirer Sudoku National Championship (www.philly.com/sudoku) will be held at the Pennsylvania Convention Center on October 19-21, 2007. The championship will be hosted by world-renowned puzzle master Will Shortz and will be open to a national and international field of contestants. The Championship will have three levels of solvers – beginner, intermediate and advanced, and will include a weekend of fun for sudoku enthusiasts. The advanced level winner will receive a spot on the U.S. World Sudoku Team and \$10,000, the

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largest cash prize ever offered in a sudoku tournament. The intermediate winner will be awarded \$5,000 and the beginner level winner will receive \$3,000. There will also be trophies and \$100 prizes awarded to players in a variety of categories such as age, area of residence and years of sudoku experience. The competition is open to people from under 10 years of age to over 80.

Editor's Note: Please attribute data to The Philadelphia Inquirer.

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