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## Who's Smarter Than Who?

### Trivial Pursuit Launches an Experiment to Settle the Age Old Argument – Men vs Women

EAST LONGMEADOW, Mass.--(BUSINESS WIRE)--Oct. 19, 2009-- Not since Billie Jean King beat Bobby Riggs in straight sets in 1973, setting the record for the largest tennis audience and purse awarded up to that time (**point for the girls!**) has the BATTLE OF THE SEXES\* been so publicly played out.

TRIVIAL PURSUIT, the ultimate authority on trivia, is throwing down the gauntlet and asking women and men to represent their team and take part in the experiment to find out if the age-old question can be answered once and for all through trivia.

Played out on [www.trivialpursuitexperiment.com](http://www.trivialpursuitexperiment.com), simply log on to join in and earn points for your brotherhood or sisterhood by answering as many questions as you want. Each question you answer correctly will earn a point for your team - so, will the boys give Newton a run for his money or will the girls just be having a 'bad brain day'?

Who can impress the most with their banter at dinner, or over a drink after work with colleagues in this day and age where every nugget of knowledge is revered as a precious social commodity? Knowing that coconuts kill more people than sharks each year, that the best matadors in Peru used to be women or that every second 200 stars are born is sure to come in handy at some point!

"TRIVIAL PURSUIT, the game that created our obsession with trivia, wanted to try an experiment to see if trivia can answer the age-old question," said Jane Ritson-Parsons, Global Brand Leader for TRIVIAL PURSUIT. "We're not taking sides, just providing the platform to watch this battle play out. Can you afford not to take part?"

For those who may feel they aren't smart enough to participate, TRIVIAL PURSUIT says: "WE DON'T BELIEVE YOU!!" TRIVIAL PURSUIT knows that "smartness" isn't measured by intelligence tests or school report cards, but rather is gathered from everyday experiences, learned street smarts, an obsession with celebrity magazines and maybe a little bit of book learning. Show us your "Inner Genius" – that internal source that may know every statistic from the last soccer season, the lyrics to all the songs by their favorite girl group, the nutritional value of a croissant and the hours the local pub closes each night.

Every now and then however we all have moments when our inner genius seems to temporarily abandon us. TRIVIAL PURSUIT says "we want to hear about these too! After all, we're all only human!" The most hilarious happenings will qualify for a TRIVIAL PURSUIT *WEDGIE AWARD*, the 'Palme d'Oofus' of brilliant blunders.

Will the boys win, girls reign supreme or was Henry Kissinger right when he said, "Nobody will ever win the battle of the sexes. There's too much fraternizing with the enemy!"

The experiment can also be played out at home with the new TRIVIAL PURSUIT Team Edition. Instead of using the traditional right or wrong questions found in previous versions, the Team Edition introduces six new question formats, including multiple choice and name six. The game is played in rounds, so there is no need to collect wedges – you just have to be on the team that's ahead at the end of the game. Play TRIVIAL PURSUIT Team with your friends and family. **You'll be surprised what you know, what your friends know, and what you didn't even know you knew.**

New TRIVIAL PURSUIT Team Edition is available now and is recommended for players ages 12 and up.

\* **The Battle of the Sexes** was a nationally televised [tennis](#) match between [Bobby Riggs](#) and [Billie Jean King](#), held in [Houston, Texas](#), on September 20, 1973.

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