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Dwight Porter plays LoYo! with his family, Marla, Asia, and Alexis.

PHOTOS BY
ERNEST COLEMAN

Success in the cards for local entrepreneur

BY CARRIE WHITAKER

Dwight Porter "had to be peeled off the ceiling" of his Mason home after he received a phone call from the Chicago Tribune informing him that his new game, LoYo!, had been chosen as one of the 10 coolest new board games on the market.

The "quick-playing game combines the best of poker, Concentration and Uno," said the Tribune's "gadget adviser," Eric Gwinn.

Porter began futzing around with the pet project in the early 1990s, and finally launched LoYo! at the Chicago Toy and Game Fair in November.

"I couldn't believe the notoriety I got two weeks later," Dwight says, about the attention he's received since the Tribune shout-out.

In January, he got a call from a company about working out a licensing deal. He declined to name the company.

"That's the ultimate level you want to get to ... it allows me to receive royalties and they do the distribution," Dwight says.

Dwight and his wife, Marla, are board and card game lovers. When he was younger, Dwight would pack his apartment full of friends on the weekends to play games ranging from Monopoly to the rummy card game Tonk.

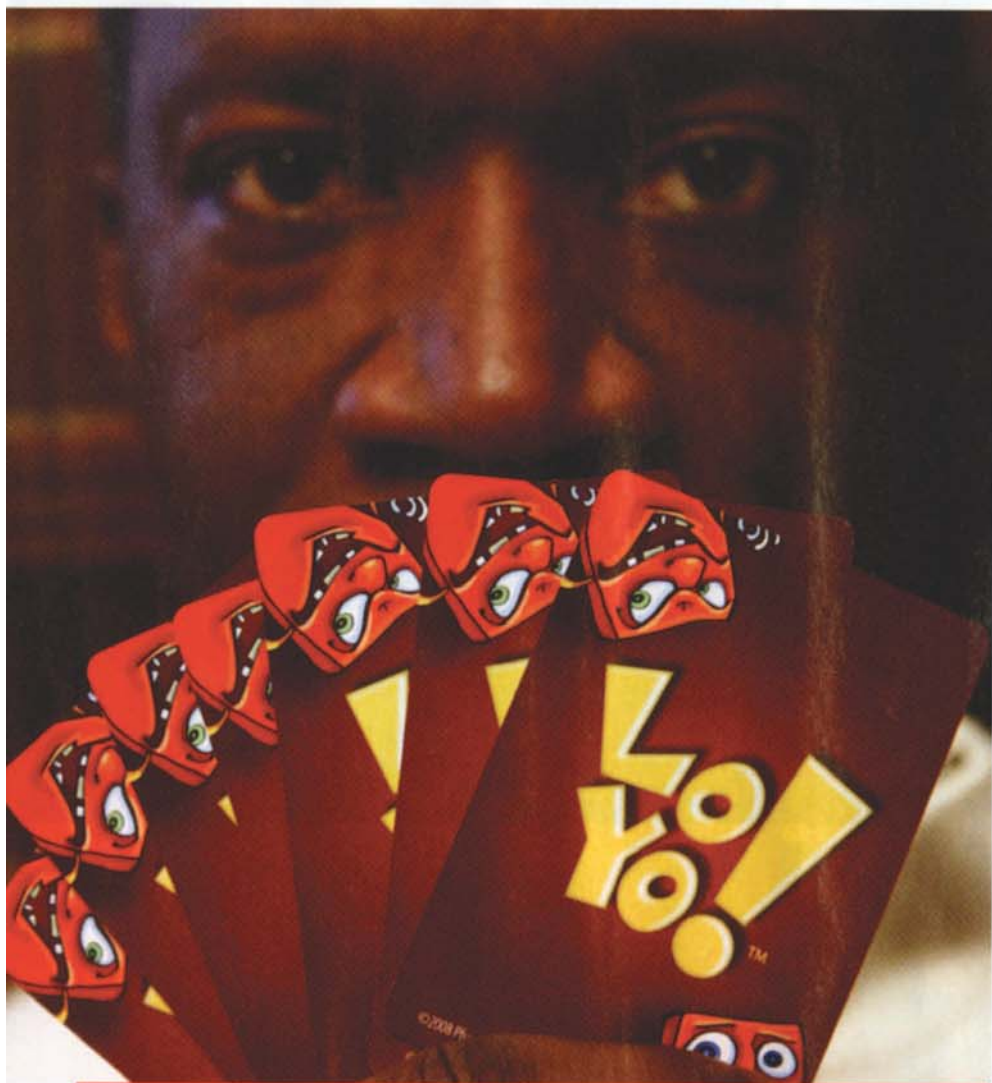
Now, game night is a family affair with his wife and two children, Dwight says.

LoYo! is a game of strategy, memorization, risk and luck, played with a deck of cards, score sheets and a die. There are three versions of the game played with the same deck.

Right now, the game can be purchased on Amazon.com and at the game's Web site, www.loyogame.com. The introductory price is \$12.99.

"A 7-year-old can beat an adult," Dwight says. "No one was at an advantage in the game, you do need that skill set to improve your odds of winning. And I like the variability of the game—you can play for an hour, or 15 minutes."

Bloggers ate up the review by the Chicago Tribune, and Dwight is starting to get orders from all over the country, he says.



PLAYING LOYO!

- The object of the game is to have the lowest score at the end of six rounds of play.
- Each player receives four face-down cards.
- After glancing at any two cards, players pull cards numbered 1 to 9 and two specialty cards LoYo!, worth 0 and OH NO!, worth 15, from the deck and replace with their cards.
- When you think you have the lowest score, shout "LoYo" to roll the dice and get a bonus deduction or add to your opponent's score.
- Be warned, there are little twists in the game that can double players' scores or let them catch up in the middle of the game.

Plus, there are two other versions of the game, played with the same game pieces. So, if you feel like risking more, play LoYo! Challenge. This feature challenges all players to a potential "all in poker show down" at the beginning of each round. Also, if you want a mind-boggling experience try LoYo! Headache, where players play with six cards instead of four.

INFORMATION PROVIDED BY PFUN, PARENT COMPANY FOR LOYO!