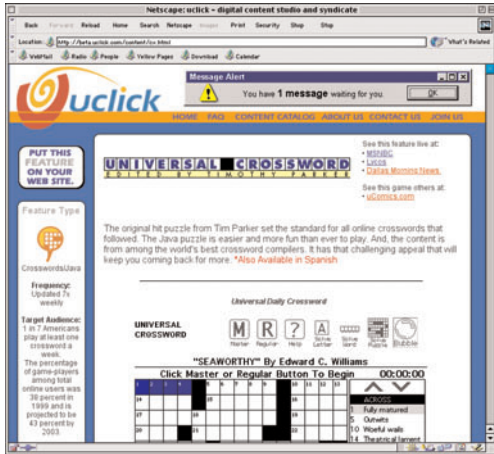


The Daily Universal Crossword

demo url <http://content.uclick.com/content/cx.html>



feature type

interactive java puzzle
(also available in Flash!)

frequency

7x weekly

delivery methods

FTP, UClick®

audience

The percentage of game-players among total online users was 38 percent in 1999 and is projected to be 43 percent by 2003. (Jupiter Strategic Planning Services, 2000)

40 million Americans play at least one crossword a week; that's 1 in 7 Americans. (Roger Millington, "Crossword Puzzles: Their History and Their Cult")

The original hit puzzle from Tim Parker set the standard for all online crosswords that followed. The Java puzzle is easier and more fun than ever to play. And, the content is from among the world's best crossword compilers. It's got that challenging appeal that will keep you coming back for more.

The Universal Crosswords are also available for customization for a separate fee. The possibilities for customized puzzles are endless: puzzles can be written to reflect local events, holidays, information about your company, special editions of your Web site, or any other theme you request. You may even provide clues and/or answers for further customization. No other puzzle will add such a unique quality to your Web site!

Feature highlights:

- Java crossword puzzle: No plug-ins are needed to enjoy the java version of the daily Universal Crossword.
- Choice of mouse or keyboard navigation: Suits all tastes!
- Master and Regular modes: One puzzle suits two audiences. The Regular mode provides beginners with a complete set of hint and help functions, while the Master mode offers more challenging play without the hints.
- Solve Letter, Solve Word and Solve Puzzle features: These help puzzlers out of tight spots.
- Clue Bubble feature: Clues appear in the grid as each answer is attempted, easing play.
- Automatic timer: Try and beat your time each week!
- Help function: Provides support for questions that may pop up during play.

Also Available:

Sports Edition, Entertainment Edition, Financial Edition, Flash Edition and Universal Cryptic Crossword

About the Creator:

Not only is Timothy Parker the editor of the successful daily Universal Crossword, but he also edits the Universal Word Search, Universal Puzzles, the Entertainment, Sports, Financial and Cryptic editions of the Universal Crossword and the Flash versions of Universal Crossword and Universal Trivia. Parker has sought out master crossword constructors and programmers to create the ever-expanding selection of Universal Crosswords. An avid wordsmith and puzzle solver, Parker has been working to bring computers and crosswords together since 1996. This combination of world-class puzzle content and technology ensures the highest quality game content on the Web.

UNIVERSAL CROSSWORD
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