

Prank #4: **Yppah Sloof Lirpa**

Prankster: Jeff Rice, former chief communications officer

The Victim: Recipients of the company's corporate newsletter

Scene of the Crime: CROSSMARK, Plano, Texas

The Mission: In 2005, Rice decided to spice up a corporate newsletter by publishing a false story that generated plenty of buzz. At the time, he worked for CROSSMARK, a business services company within the consumer goods industry. In the article, Rice wrote about a new transportation aid developed by Sloof Lirpa, a Scandinavian high-tech startup. He mentioned their patent-pending Electronic Signal Altering Device, promising to change traffic lights to green in advance through radio frequency signaling and modification. He went on to describe the impact the device could have on a company's vehicle fleet by ramping up speed and efficiency, ultimately saving time and money.

When the story broke, Rice says management was hounded by thousands of incoming calls and e-mails. Responses ranged from accolades to investment inquiries. Finally, Rice broke down and admitted that the article was all part of an April Fools' hoax. If Sloof Lirpa looks funny to you, that's because it's actually April Fools, spelled backward.

Rice says the company's CEO had a keen sense of humor, and actually offered him praise for his creativity--right before sending him back to his keyboard to send out an explanation and apology to all newsletter recipients.