



For Immediate Release

contacts: Laura Mousseau
425-503-7387
Laura@Wonderchess.com
or Michel Alvarez
800-725-2890
Michel@Wonderchess.com

WonderChess partners with Spiele-Schenken in Malaysia, Singapore HSBC Rewards Program offering WonderChess

Seattle – January 17, 2008 – In a major international expansion, Seattle-based WonderChess LLC has partnered with Spiele-Schenken as its exclusive distributor for Singapore and Malaysia. Spiele-Schenken is a leading distributor of high-quality educational toys, games and Montessori products throughout Singapore and Malaysia. WonderChess LLC designs and creates multi-award-winning board games featuring prize-filled game pieces that make learning classic strategy games fun and exciting.

As a result of the WonderChess - Spiele-Schenken partnership, London-based HSBC, a worldwide banking and financial services organization, will be offering award-winning *WonderChess™ – Chess Kit for Kids* to its clients through the 2008 Reward Redemption Program in Asia, beginning later this month.

Brain-building WonderChess, the company's flagship product, makes learning the classic game of chess compelling and fun with prize-inside game pieces. As players capture their opponent's pieces, they open the pieces and claim their prizes inside. WonderChess features a 10-lesson, illustrated book designed to walk both parent and child through the chess learning process, so it makes teaching the game easy and fun even if parents are not chess players themselves. (MSRP is \$19.99.)

WonderChess games include motivational stickers to place inside game pieces, but WonderFillers™ can range from food snacks to coins or personal notes, as the family chooses. WonderFillers make every player a winner throughout the game and are customizable to reflect each family's values. Research shows that learning chess early and playing often can increase analytical and strategic thinking, confidence, sportsmanship and poise.

WonderChess CEO and founder Michel Alvarez invented flagship WonderChess to make learning chess more fun for his 4 year old son. "We couldn't ask for a better distribution partner in Malaysia and Singapore," explains Alvarez. "Spiele-Schenken recognizes the quality and educational benefits intrinsic to WonderChess, and they have quickly demonstrated their valuable partnership in Asia by launching WonderChess in the HSBC 2008 rewards program."

WonderChess games have earned 7 internationally recognized awards. Other games in the WonderClassics™ line include award-winning WonderGo, WonderLetters, and WonderCheckers.

About WonderChess LLC:

WonderChess LLC develops innovative, educational, game kits for kids that incorporate their patent-pending, prize-fillable game pieces and teaching methods. Their award-winning flagship product, WonderChess™ – Chess Kit for Kids, makes chess fun, exciting and immediately rewarding to learn and play for kids and their caregivers. WonderChess products are sold online and through specialty retailers across the US and internationally. WonderChess donates 1% of sales through the WonderChess Kids Fund to support educational programs in urban schools and community centers. Please visit our website at www.wonderchess.com for other releases, media coverage and retailers.

About Spiele-Schenken:

Spiele-Schenken is a distributor of high-quality, educational toys, games and Montessori learning tools. For more information, please visit their website: www.spiele-schenken.com.

About HSBC:

HSBC is a London-based banking and financial services organization with 10,000 offices in over 80 countries. For more information, please visit their website: www.hsbc.com.

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