



For Immediate Release

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WonderChess Joins NSSEA

WonderChess exhibits to educational suppliers at Ed Expo

Seattle – February 22, 2007 – Seattle-based WonderChess LLC is pleased to announce its new membership in the National School Supply and Equipment Association (NSSEA), a 90 year old organization representing more than 1400 member companies in the educational market.

WonderChess is exhibiting for the first time at NSSEA's annual spotlight event, Ed Expo, taking place in Atlanta on March 1 - 3. Ed Expo is the industry's largest back-to-school event open to the entire school supply market.

WonderChess designs award-winning, strategy board games that teach children and their family members challenging games with fun-filled, patent-pending, prize-inside games pieces. Families can customize the hidden prizes, called "WonderFillers" to reflect their personal values. WonderChess games include motivational stickers, but WonderFillers can range from food snacks to coins or personal notes. Wonder-Fillers make every player a winner throughout the game.

"We're focused and expanding into the educational market," explains WonderChess founder and CEO, Michel Alvarez. "We're bolstering brain power by offering pure-thinking games that are fun and compelling enough to distract children and their families from electronic toys, television, and video games that are pervasive in our society."

"No batteries required!" Alvarez calls attention to his mantra. "We like to see families connecting over our educational games without having to unscrew a battery cover or plug them in."

WonderLetters, the company's prize-inside crossword board game that nurtures literacy skills in multiple languages, recently earned the iParenting Media Award for Best Products of 2007. WonderChess has earned nationally recognized awards from NAPPA, Dr. Toy and Creative Child Magazine.

"Joining NSSEA underscores our company philosophy," Alvarez continues. "We are an 'edutainment' company. Our games are learning tools that are compelling and fun enough to receive multiple awards and media recognition."

WonderChess LLC debuted WonderGo at the American International Toy Fair earlier this month. In addition to providing an effective way to introduce kids to the intricate Asian game of Go, it also promotes awareness of cultural diversity.

Please visit WonderChess at Ed Expo (booth # 3449) in Atlanta or WTHRA (booth # 6005) in Pomona and see why children as young as 4 years old are delighting in our prize-containing games.

About WonderChess LLC:

WonderChess LLC develops innovative board 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 available for sale on line, at specialty stores and national retailers including Nordstrom and Border's throughout the US and internationally. WonderChess donates 1% of sales through the WonderChess Kids Fund to support educational programs in urban schools and community centers. Visit www.wonderchess.com for more information.

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