

FOR IMMEDIATE RELEASE

WonderLetters wins iParenting Media Award for Best Products of 2007

Seattle – February 6, 2007 – Seattle-based WonderChess LLC is proud to announce that their latest release, WonderLetters, has earned the distinguished iParenting Media Award for Best Products of 2007. The evaluation process created by the iParenting Media Awards program is one of the few of its kind to attain ISO 9001:2000 Certification, an internationally recognized standard of quality assurance.

Alvin All, Chief Executive Officer of iParenting Media explains, "The products submitted in our Best Products Call for Entry were diverse and appealing, but only the ones that exceeded the high evaluation standards we set earned the iParenting Media Award."

WonderChess LLC attributes WonderLetters' earning the distinguished iParenting award in large part to the patent-pending, prize-inside WonderLetters game pieces which help build literacy skills through play. Once small prizes called "WonderFillers" are hidden inside the lettered game pieces, players create interlocking words on a tri-colored game board, then remove the WonderCaps and discover their hidden WonderFiller surprises. Finishing with a fast-paced "Piggyback Round," WonderLetters is an innovative crossword game for 2 to 4 players, six years and up. Playing time is 15 to 45 minutes and suggested retail is \$24.99.

While children were captivated by the wonder of the prize-containing game pieces, parent reviewers most appreciated the fun and educational combination of the game. One iParenting reviewer commented, "The most positive characteristics of this product are that it is educational and fun - edutainment. It also provides rewards for participating in the game. This is a great way to encourage children to feel comfortable with spelling words."

Parent company WonderChess features prize-inside game pieces in all its award-winning games. WonderFillers are customizable to reflect the values of individual families. WonderChess games include reward stickers, but WonderFillers can range from small food treats to tiny toys or notes of affection. The flexibility to choose what works for each family is unique.

"It's the patent pending, prize-inside game pieces combined with the brain-building aspect of the games that continue to earn WonderChess games multiple awards," explains WonderChess founder and CEO Michel Alvarez. "The prize-inside pieces make learning challenging strategy games like chess or Go and spelling games immediately fun and rewarding. WonderLetters is like Scrabble™ meets Cracker Jacks™."

WonderChess LLC takes board games a step further by bridging cultural gaps. WonderGo, their newest game debuting at the International Toy Fair in New York this month, is a teaching kit based on the ancient Asian game of Go, designed for children 4 years and up. Playing the game creates discussion opportunities about other cultures. Another example, WonderLetters includes three unique letters from the Spanish alphabet, so the game can be played in English, Spanish or both languages simultaneously.

Please visit WonderChess at Toy Fair in New York from February 11-14 at booth # 6147 and see why children as young as 4 years old are delighting in our prize-containing games. WonderChess will also be in Atlanta at Ed Expo (booth # 3449) and in Pomona at WTHRA (booth #6005), both in March 2007.

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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