



For Immediate Release

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Wonderchess to Debut WonderElla Matching Game at ASTRA Tradeshow

Seattle, Wash. – April 1, 2010 - The co-creators of WonderChess™ and Cranium® Cadoo® are debuting their new game WonderElla™ – The Game You'll Never Forget™ at ASTRA's Marketplace trade show in Providence this June. WonderElla combines the ever-popular game of match with prize-inside game pieces opening to reveal surprises. The set fits into a soft, light-blue carrying case in the shape of WonderElla the Elephant.

ASTRA, the largest trade association in the specialty toy industry with over 1000 members, draws more than 500 top retailers from around the US to their annual trade show. WonderChess has been an ASTRA member for three years.

“WonderElla is WonderChess LLC's sixth game debut in six years,” explains WonderChess LLC founder Michel Alvarez. “It combines Hello Kitty® cuteness, Cracker Jack® surprise, and matching-game brain-building fun all in one.”

For previous releases and more information, please visit the website: www.wonderellagame.com or stop by booth #228 at ASTRA's Marketplace and Academy trade show June 13 -16 in Providence, Rhode Island. WonderChess is offering free shipping on orders over \$240.

About WonderChess LLC:

WonderChess LLC develops innovative, educational, game kits for kids that incorporate their prize-inside 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 through specialty retailers across the USA and internationally. Their WonderChess Kids Fund makes donations to support children's programs in urban schools and community centers. Please visit www.wonderchess.com for other releases, media coverage and retailers. WonderChess LLC is a proud member of ASTRA.

About ASTRA:

The American Specialty Toy Retailing Association (ASTRA) has more than 1000 members. For more information check their website: www.astratoy.org .