



For Immediate Release

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

WonderGo™ Wins Distinguished ‘Best Products’ Award

Dr. Toy chooses WonderGo for Best Products – Spring 2007 Award

Seattle – May 3, 2007 – WonderGo™ – Go kit for Kids, the latest addition to Seattle-based WonderChess LLC's strategy board game collection, earned its first award: the prestigious Dr. Toy's Best Products for Spring 2007. WonderGo debuted in February this year at the American International Toy Fair in New York.

The ancient strategy board game of Go was invented 3000 years ago in China. Now, WonderChess LLC has combined its own patent-pending, prize-containing game pieces with the basic game concepts of Go to create a novel and effective way to introduce kids to the intricate game. WonderGo includes motivational stickers, but WonderFillers™ can range from food snacks to coins or personal notes. WonderFillers make every player a winner throughout the game and are customizable to reflect a family's values.

In WonderGo, players try to surround their opponent's game pieces, or stones, by placing their own stones in strategic locations on the game board. When a stone has been captured, the player removes it from the board, opens it, and claims her prize inside. WonderGo offers both an exciting method for parents to teach as well as to learn a brain-building board game while creating the opportunity to learn about other cultures.

Michel Alvarez, CEO and founder of WonderChess offers his view. "As the world population grows and global economies continue to expand, we at WonderChess want to offer games that not only motivate kids to use their pure thinking power. We also want to teach multiculturalism. Helping children learn more about other cultures through play can make the world we share a better, more peaceful place."

Dr. Toy, Stevanne Auerbach, PhD, is a leading expert on play, toys, and children's products. With 30 years of experience, Dr. Auerbach recognizes educationally-oriented, developmental and skill building products from the best large and small companies in her award programs.

"Earning Dr. Toy's Best Products award is a real honor for our newest game, WonderGo," Alvarez continues. "Dr. Auerbach is committed to finding games and toys that help make children smarter by encouraging developmentally appropriate activities."

"Our prize-inside game pieces make WonderGo so much fun for children to learn," Alvarez explains, "they don't realize what a complex strategy game it is. It's Go meets Cracker Jacks™, but with a higher purpose to improve children's logical thinking skills while introducing them to other cultures through play."

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. Visit www.wonderchess.com for more information.

About Dr. Toy:

For more information about Dr. Toy, her prestigious award programs, and raising children with a high PQ (Play-Quotient), please visit her website: www.drtoy.com/awards/2007_5_list.html.

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