



For Immediate Release

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

WonderChess Boosts Sales Force Partners with ex-Cranium Exec Brian Maggio

Seattle – May 29, 2008 – In a move to target sales to key buyers, Seattle-based WonderChess LLC has retained Brian Maggio, a toy and game industry anchor and former senior executive at both Cranium and Front Porch Classics. Maggio, now a principal at Everett-based Revenew Sales and Market Development, has well established relationships with key specialty accounts as well as with the best performing sales representative groups nationwide. WonderChess LLC designs and creates multi-award-winning board games featuring prize-filled game pieces that make learning classic strategy games fun and exciting. WonderChess games have earned 7 internationally recognized awards.

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 sales specialist than Brian Maggio," explains Alvarez. "I first met Brian during his time as Vice President of Sales for Front Porch Classics where he recognized the magic inside WonderChess right away and the clear appeal to both independent and national retailers."

"At Revenew, our focus is to bring broader market exposure to great products and people," Maggio comments. "WonderChess inspires children to learn challenging board games with their 'prize inside' innovative products. We are proud to partner with Michel in developing new markets and products for the WonderChess line and ultimately introduce a whole new group of consumers to WonderChess games."

Brain-building WonderChess, the company's flagship product, makes learning the classic game of chess compelling and fun with prize-inside games 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 learning process, so it makes teaching chess easy and fun even if parents are not chess players themselves. (MSRP is \$19.99.) Other games in the WonderClassics™ line include award-winning WonderGo, WonderLetters, and WonderCheckers.

Visit WonderChess' booth #429 at the ASTRA (American Specialty Toy Retailing Association) Marketplace in Mashantucket, CT this June 22 through 25.

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 Revenew Sales and Market Research:

To learn more about Revenew, please email Brian Maggio at BrianM@revenewsales.com.

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