



For Immediate Release

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WonderChess Earns 6th Award

Mr. Dad selects WonderChess for 2007 Father's Day Seal of Approval

Seattle – June 19, 2007 – Seattle-based WonderChess LLC earned a 6th award for its patent-pending, prize inside board games. This marks the 4th award alone for flagship product WonderChess™ – Chess Kit for Kids. The Mr. Dad Father's Day Seal of Approval recognizes products that provide men with the resources they need to be the dads they want to be.

WonderChess designs award-winning, strategy board games that teach children and their family members with fun-filled, patent-pending, prize-inside game 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. Imagine the delight in your 5 year-old's eyes after capturing your knight as she is about to open the game piece and claim her hidden prize inside.

Research shows that playing chess regularly improves logical and strategic thinking, math skills, concentration, memory, and confidence. WonderChess opens the door to these benefits for children as young as 4 years old. Award-winning WonderChess also features a 10-lesson, illustrated book designed to walk both parent and child through the chess learning process, so it makes teaching the game easy even if parents are not chess players themselves. (MSRP is \$19.99.)

Michel Alvarez, CEO and founder of WonderChess shares his view, "As a parent of two young children, WonderChess sprang from an idea to make learning the complex game of chess fun for my whole family. I am personally very proud that WonderChess received the Seal of Approval from Mr. Dad this Father's Day and that the magic of WonderChess is inspiring father-son relationships across socio-economic levels and throughout diverse communities in line with our WonderChess Kids Fund contributions."

WonderChess games have also earned awards from NAPPA, Dr. Toy, iParenting and Creative Child Magazine. Other games in the WonderClassics line include WonderCheckers (\$14.99), WonderLetters (\$24.99), and their newest addition, WonderGo (\$24.99).

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 Mr. Dad:

For more information about Mr. Dad, please visit www.mrdad.com/seal/winners-06-07.htm.

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