



For Immediate Release

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WonderElla Wins Creative Child's Seal of Excellence Award

Seattle, Wash. – August 12, 2010 - WonderElla™ – The Game You'll Never Forget™ has won the 2010 Seal of Excellence Award from Creative Child Magazine, a leading national bi-monthly publication for parents. The internationally recognized award is WonderElla's second since debuting earlier this year at the ASTRA toy industry trade show in June.

Designed for children ages 3 to 6, WonderElla combines four progressively challenging games 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 for easy packing and travel.

"Our second award in as many months coming from a well respected Parenting magazine confirms we have something special with WonderElla," says Michel Alvarez, WonderElla co-creator and WonderChess founder. "Kids, parents, and educators are embracing WonderElla's unique combination of Hello Kitty® cuteness, Cracker Jack® surprise, and matching-game brain-building fun all in one."

Creative Child's Seal of Excellence is awarded to products that exceed expectations in nurturing creativity and education in children. Each product is reviewed by an array of participants from retail consumers to educational specialists. Winners are posted to the website and published in the holiday issue in November this year.

WonderElla also received the 2010 Dr. Toy Vacation Award earlier this summer. For previous releases and more information, please visit the website: www.wonderellagame.com

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 Creative Child:

Creative Child is a national bi-monthly publication that provides parents with the latest information on how to nurture their child's creativity. For more information, visit their website: www.creativechild.com.