



For Immediate Release

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WonderElla Wins Dr. Toy's 100 Best Children's Products Award for 2010

Seattle, Wash. – Oct. 1, 2010 - WonderElla™ – The Game You'll Never Forget™ earned the prestigious Dr. Toy 100 Best Children's Products Award of 2010. The award marks WonderElla's fourth since debuting in June. Dr. Toy's extensive review process focuses on unique, high quality, creative, fun, educational products. It recognizes those products that meet the criteria while also enabling children to learn through play.

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.

"This is a real honor!" says Michel Alvarez, WonderElla co-creator and WonderChess founder. "The Dr. Toy top 100 Award affirms that WonderElla goes way beyond the standard game of match. Children over a wide range of ages and mental acuity will benefit from playing and learning with this compelling set in the adorable blue elephant."

Other awards earned by WonderElla include the 2010 Dr. Toy Vacation Award, Creative Child Magazine's Seal of Excellence and the Toy Man Seal of Approval. 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 Dr. Toy:

Stevanne Auerbach, a.k.a. Dr. Toy, is the only Ph.D. in Child Development evaluating toys and children's products with extensive training, background, and over 37 years of experience evaluating, writing and

speaking about toys and children's products. Dr. Toy has authored 15 books and hundreds of articles on toys and play. For more information, please visit: www.drtoy.com

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