



For Immediate Release

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WonderElla Hits Dr. Toy's Top 10 Games List

Marks WonderElla's 5th Award

Seattle, Wash. – October 4, 2010 - Multi-award- winning WonderElla™ – The Game You'll Never Forget™ earned the prestigious Dr. Toy 10 Best Games of 2010 Award, just on the heels of taking the 100 Best Children's Products medal, also from Dr. Toy. This is WonderElla's fifth award since debuting this summer. Dr. Toy, a.k.a. Stevanne Auerbach, PhD, has been evaluating children's products for more than 37 years. Dr. Toy's 10 Best Games list recognizes outstanding games that stimulate and engage children while enhancing learning 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.

"As if earning a spot last week in the top 100 Dr. Toy Products wasn't enough," explains Michel Alvarez, WonderElla co-creator and WonderChess founder. "To be named one of Dr. Toy's 10 Best Games of 2010 is a big honor. Dr. Toy's criteria are synonymous with excellence and we're pleased that she recognizes it in WonderElla."

Other awards earned by WonderElla include Dr. Toy's 100 Best Children's products of 2010, 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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