

For Immediate Release

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

WonderChess spreads Christmas cheer for underprivileged Bay area Children

WonderChess partners with Family Giving Tree

Seattle – December 13, 2006 – Seattle-based WonderChess LLC is helping bring Christmas wishes to underprivileged children around the San Francisco Bay area this holiday season. In partnership with the Family Giving Tree, a non-profit organization matching needy children with company donors, WonderChess games will be put under the trees of more than 500 children who otherwise might not receive much in the way of gifts. WonderChess donates to non-profit organizations through its WonderChess Kids' Fund, allocating a minimum of 1% of sales to charitable causes.

Award-winning WonderChess features the first-ever prize-fillable chess pieces and a 10-lesson, illustrated book designed to walk both parent and child through the learning process. Children are motivated to play as they claim their "WonderFiller" surprises inside captured pieces. Imagine the delight in a 5-year-old's eyes as she captures her opponent's knight and opens the game piece to discover her prize inside.

WonderChess kits include motivational stickers but WonderFillers can range from food treats like raisins or jelly beans to coins or hand-written notes requiring a set of jumping jacks. It's easy for a family to customize the prizes based on their individual values. No matter the prize, each player "wins" throughout the course of a game. And the lesson booklet makes it easy even if parents are not chess players themselves.

Research shows that playing chess regularly improves logical and strategic thinking, math skills, concentration, memory, sportsmanship, confidence and poise. WonderChess opens the door to these benefits for children as young as 4 years old. (MSRP is \$19.99.)

Michel Alvarez, founder and CEO of WonderChess LLC, attributes some of his scholastic and professional success to learning chess young and playing often. Growing up one of 5 children in subsidized housing, Alvarez worked his way through school and rose through the ranks of every company he joined. Now, he is happy to be in a position to give back to others in need.

"If even a few children are inspired by our WonderChess games to change their current living situations and improve their socio-economic standards, then we've done our job."

Jennifer Cullenbine of the Family Giving Tree expressed her gratitude for WonderChess' donation to their Christmas gift program. "I'm really excited about having such nice, high quality toys!"

About WonderChess LLC:

WonderChess LLC develops innovative board 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 available for sale on line, at specialty stores and national retailers including Nordstrom and Border's throughout the US and internationally. WonderChess donates 1% of sales through the WonderChess Kids Fund to support educational programs in urban schools and community centers. Visit www.wonderchess.com for more information or look us up at TIA Toy Fair in New York Feb --- booth #6147.

About the Family Giving Tree:

The Family Giving Tree (FGT) is a nonprofit organization based in California's San Francisco Bay Area. Coordinating with more than 250 Bay Area social service agencies, FGT is dedicated to fulfilling the holiday wishes of more than 500 underprivileged children who would otherwise go without gifts. Visit www.familygivingtree.org for more information.

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