

Prize-Inside WonderGo Debuts at Toy Fair Ancient Asian Game of Go meets Cracker Jacks™

Seattle – February 11, 2007 – Seattle-based makers of award-winning WonderChess are debuting their newest game: WonderGo – Go Kit for Kids, at TIA Toy Fair in New York. The company's line of WonderClassics - WonderChess, WonderCheckers and WonderLetters - are currently sold in 700 specialty retail stores and catalogs in North America, including Nordstrom, Borders, ToysRus.com, and Amazon.com, as well as internationally in Australia, Sweden and Canada. WonderGo will be on store shelves in February.

The ancient strategy board game of Go was invented 3000 years ago in China. Now, WonderChess LLC has combined its own patent-pending, prize-containing game pieces with the basic game concepts of Go to create a novel and effective way to introduce kids to the intricate game.

WonderGo includes 48 Jumbo sized prize-fillable games pieces, 1 tri-fold gameboard; 1 set of motivational sticker prizes; 2 WonderReward Cards (incentive charts); and an easy to follow instruction book. Playing time is 10+ minutes for 2 players, 4 years and up. The suggested retail price is \$24.99.

WonderFillers, or the small, hidden prizes, make every player a winner throughout the game. Reward stickers are included, but WonderFillers are customizable to reflect a family's values. Prizes can range from jelly beans or nuts to coins or personalized messages.

"Imagine the delight in your child's eyes after capturing your stone, or game piece, as she is about to open it and discover her prize inside," explains founder and CEO Michel Alvarez. "It's Go meets Cracker Jacks™."

Alvarez is also promoting multi-cultural awareness. "Go is more than a game in Asia. It's a philosophy." Alvarez continues, "By teaching our children games from around the world, we are bridging cultural gaps and fostering a better understanding of other countries. We do, after all, share one world."

Please visit WonderChess at Toy Fair booth # 6147 and see why children as young as 4 years old are delighting in our prize-containing games. WonderChess will also be in Atlanta at Ed Expo, booth # 3449, and in Pomona at WTHRA, both in March 2007.

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.

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