



## ***For Immediate Release***

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## **Go WonderChess!**

WonderChess expands to GO! The Game Store in malls across America

**Seattle – March 23, 2006** – WonderChess LLC added Go! The Game Store to its list of national retailers this week. The innovative, award-winning game that uses prize fillable pieces to delight children learning the game of chess is now represented in 21 of Go! The Game Store's year round mall locations across the country.

From Portland, Oregon to Portland, Maine, the new mall locations provide key visibility and accessibility to shoppers in popular destinations with high consumer traffic. With many of the malls located in the Midwest, such as Mall of America in Minnesota, the deal bolsters WonderChess' presence in the middle section of the country while adding a few new states to the list of where consumers can purchase the game. And with Go! The Games Store's addition of retail kiosks during the holiday shopping season, WonderChess has the potential to expand into 90 Go! retail hot spots nationwide by year end.

Award-winning WonderChess is the first chess teaching kit featuring prize-fillable pieces plus a 10 lesson illustrated book and progress tracking cards. Children are motivated to learn the game with WonderChess by claiming small prizes hidden inside each captured piece. WonderFillers may be selected by parents and caregivers to reflect a family's individual values and can range from stickers to coins or food treats. No matter the prize, each player "wins" throughout the course of a game.

WonderChess founder and CEO, Michel Alvarez, has a clear vision of making his game available to households across America. Go! The Game Store, wholly owned by the Calendar Club LLC (an affiliate of Barnes & Noble) has the locations to help make it happen.

"Teaming with Go! The game store increases our accessibility to mainstream America," explains Alvarez. "Previously, we were largely in specialty toy and retail stores. Moving into a mid-sized games retailer in malls nationwide supports our vision of every family across America owning a WonderChess set and playing often."

### **About WonderChess LLC:**

WonderChess LLC develops boardgame kits for kids that incorporate their patent-pending, prize-fillable game pieces and teaching methods. Their award-winning flagship product, WonderChess, 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 throughout North America. WonderChess donates 1% of sales to support educational programs in urban schools and community centers. Visit [www.wonderchess.com](http://www.wonderchess.com) for more information.

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