

**For Immediate Release**

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

**WonderChess Launches into Online Retail with Toysrus.com/Amazon**

WonderChess now selling on major toy retailer website

Seattle, WA (February 8, 2006) WonderChess LLC announced today its foray into the major Ecommerce market place with partner Toysrus.com/Amazon. The award-winning WonderChess – Chess Kit for Kids, WonderChess Deluxe Edition in tin, and WonderCheckers are now selling on the major toy retailer's website. With millions of visitors to the site, this agreement represents promising growth for the young company and convenient access to the games for consumers around the world.

WonderChess innovates on the timeless game by offering the first chess teaching kit featuring prize-fillable pieces plus a 10 lesson illustrated book. Children are motivated to learn the game with WonderChess by receiving small prizes inside each captured piece. WonderFillers are chosen by parents and caregivers to reflect a family's individual values and can range from stickers to coins or food treats. Whatever the prize, each player wins throughout the course of a game.

Michel Alvarez, founder and CEO of WonderChess, recalls a certain reverence to Toys "R" Us as a young boy growing up in low-income housing along the US-Mexico border. "My siblings and I looked forward to our once a year trip to Toys "R" Us to select our Christmas gifts of choice. Nothing pleases me more to partner with the king of toy and game retailers by offering our Wonder line of games on the Toysrus.com/Amazon website."

Alvarez continues, "We hope that this will lay the groundwork for making WonderChess games available in Toys "R" Us stores before the end of this year."

WonderChess earned three prestigious awards in 2005 including the Gold Award from NAPPA (National Parenting Publications Awards), Dr. Toy's Best Vacation Children's Products Award, and Creative Child Magazine's Preferred Choice Award. It also sells nationally at fine retailers including Nordstrom and Borders.

WonderChess will be at the American International Toy Fair in New York at booth # 2789 from February 12 - 15.

**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 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.