

For Immediate Release

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

WonderChess Goes Back to School with Educational Suppliers Classroom Direct and Rainbow Resource choose WonderClassics

Seattle – August 24, 2006 – Seattle-based WonderChess LLC's WonderClassics are penetrating the scholastic market with educational industry leaders like Classroom Direct and Rainbow Resource. Classroom Direct is a division of School Specialty, the \$1 billion Wisconsin-based leading supplier of supplemental learning products for preK-12. WonderChess and WonderCheckers were selected for Classroom Direct's largest catalog, the Yellow Book, which distributes to 2.5 million educators in the US and Canada, as well as for online distribution. Rainbow Resource, a leading homeschool supplier for over 16 years, organizes 40+ trade shows for the homeschool market each year and offers a printed catalog and online store, both featuring WonderChess. The three games: WonderChess, WonderCheckers and WonderLetters are part of WonderChess LLC's line of WonderClassics games which feature patent-pending, "prize inside" game pieces.

Award-winning WonderChess, the flagship game, is the first chess teaching kit with prize-fillable pieces plus a 10 lesson, illustrated book designed to walk both educator or caregiver and child through the learning process. Children are delighted to learn the game with WonderChess by claiming small prizes hidden inside each captured piece. WonderFillers can be chosen by parents and educators to reflect individual values. Kits include stickers but fillers can range from food treats like raisins or jelly beans to coins or jumping jacks. No matter the prize, each player "wins" throughout the course of a game. WonderChess targets children age 4 and up.

WonderLetters, the newest game from WonderChess LLC, features "prize-inside," lettered game pieces in a crossword style board game; a Scrabble™ meets Cracker Jacks™ scenario, according to company founder Michel Alvarez. WonderLetters targets children age 6 and up.

"Our WonderClassics engage both children and caregivers equally, so our games are a natural fit in the educational market," explains founder and CEO Michel Alvarez. "Plus, our games highlight the "surprise inside" magic that children love and inspire learning these classic games at an early age."

With the well-known benefits associated with playing strategy games like chess or checkers regularly - improved logic, memory, strategic thinking, concentration, sportsmanship - and the literacy-nurturing fun that WonderLetters provides, WonderClassics have broad appeal with educators and caregivers.

"Expanding in the educational market is a natural strategic step for us," Alvarez adds. "We'll be targeting more growth through educational channels in 2007."

Other educational retailers for WonderChess include Mardel, with more than 20 stores supplying the Midwest, The Teacher and Parent Store with 6 locations in Virginia, and Bennett's Educational materials and CM School Supply, both in California.

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.

###