



## ***For Immediate Release***

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## **WonderChess takes off with Major Canadian Retailer** WonderChess in stores and online at Indigo Books & Music

**Seattle – September 12, 2006** – Seattle-based WonderChess LLC increased its presence in Canada this month with Indigo Books & Music Inc., the largest book retailer in Canada. Indigo operates bookstores in all provinces under the names Chapters, Coles, SmithBooks, and World's Biggest Bookstore. Indigo will carry WonderChess, the company's flagship product, both in stores and online at [www.chapters.indigo.ca](http://www.chapters.indigo.ca).

Innovative, award-winning WonderChess is the first chess teaching kit with prize-fillable pieces plus a 10 lesson, illustrated book designed to walk both 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. These "WonderFillers" can be chosen by parents or educators to reflect individual values. Kits include stickers but WonderFillers 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 is designed for children age 4 and up.

"Our Indigo's buyer was only interested in carrying the best chess teaching set around," explains WonderChess CEO and founder Michel Alvarez. "After months of review and playtime at home with his own son, he chose WonderChess. He recognized the magic inside the prize-filled pieces and the simple, step-by-step lesson book."

Now in the company's second year, international sales are playing a greater role in WonderChess' growth strategy. Alvarez says, "We couldn't ask for a more prestigious retail partner to grow with in Canada. We're proud to be selected by Indigo as a new supplier."

To further accelerate growth in Canada, WonderChess LLC is partnering with manufacturer's representative Dick Brunner Agencies in Alberta, CA. "Dick came highly recommended. He has more than 25 years of experience in the Canadian toy and game market and a strong network; we're glad to have him on board!" adds Alvarez.

Other WonderClassic games from WonderChess include WonderCheckers and, new this summer, WonderLetters, which features prize-inside, lettered game pieces in a crossword style board game. "It's a Scrabble™ meets Cracker Jacks™ scenario," according to Alvarez. WonderLetters is designed for children age 6 and up.

### **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](http://www.wonderchess.com) for more information.

**About Indigo Books & Music, Inc.:** Visit [www.chapters.indigo.ca](http://www.chapters.indigo.ca) for more information.

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