



## ***For Immediate Release***

contacts: Laura Mousseau  
425-503-7387

[Laura@Wonderchess.com](mailto:Laura@Wonderchess.com)

or

Michel Alvarez

[Michel@Wonderchess.com](mailto:Michel@Wonderchess.com)

## **First Move Abroad for WonderChess!**

WonderChess Launches International Distribution to Australia

**Seattle – May 2, 2006** - WonderChess LLC signed a deal this week with its first international distributor, Ventura International, a premier distributor of family games throughout Australia. WonderChess – Chess Kit for Kids will sell in over 95 of Ventura’s specialty retail outlets in Australia as well as in their online shops.

Award-winning WonderChess is the first chess teaching kit featuring prize-fillable pieces plus a 10 lesson illustrated book to walk kids and caregivers through the learning process. 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.

The deal represents the first step in a key international expansion plan for the young and growing Seattle-based game company. WonderChess LLC expects to increase international sales with additional global expansion over the coming months. Future international distribution targets include Canada, the UK, and Germany.

“International growth is part of our year-two planning,” says Michel Alvarez, CEO and founder of WonderChess, “and we couldn’t be happier starting off in the land down-under with Ventura, one of the top distributors in the industry.”

WonderChess’ penetration into the Australian toy and game market offers far-reaching visibility and accessibility to consumers around the globe. WonderChess is pleased to help kids and their families excel through an innovative and “pure-thinking” product line.

### **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 – 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 North America. 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 Ventura International:**

Ventura International Pty. Ltd. Is the premier distributor of family games, puzzles, and strategy games for the Australian market. For more information, visit their website [www.ventura.com.au](http://www.ventura.com.au).

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