



For Immediate Release

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WonderChess unveils WonderElla™ Matching Game in Soft Elephant Carrying Case Co-designed by Michael Adams of Cranium® Cadoo®

Seattle, Wash. – March 2, 2010 – The designers of award winning WonderChess and Cranium® Cadoo® merged talents for a new twist on the traditional game of match. WonderElla™ – The Game You'll Never Forget™ – combines the ever-popular game of match with prize-inside game pieces opening to reveal surprises. The set fits into a soft, light-blue carrying case in the shape of WonderElla the Elephant. WonderElla is WonderChess' sixth game debut in six years.

Michael Adams and Peter Sarrett, well-known experts in the game industry with blockbusters including Cranium® Cadoo® and Hullabaloo®, collaborated with The WonderChess team. Adams tapped a favorite illustrator, Damon Brown of the InKLab, to leverage the appeal of the game design.

"The unique prize-inside game piece concept originally created for WonderChess lends itself well to time-tested memory-building matching games," Adams explains. "We put a lot of resources into the design to make the elephant game bag almost as much fun as the game itself."

WonderElla comes with 18 game pieces for hiding prizes inside, game piece caps featuring nine of WonderElla's favorite animal friends, and an embroidered cotton, 12-inch game bag to pack and go. WonderElla offers four variations of sets and match with animals, colors, counting and math. The game is for 1 to 4 players ages 3 and up. Play time is 3 to 7 minutes. The suggested retail price is \$19.99.

"WonderElla embodies Hello Kitty® cuteness, Cracker Jack® surprise, and matching-game, brain-building fun all in one," WonderChess LLC founder Michel Alvarez adds. "We are very excited to introduce this novel combination of 'edutainment' benefits to our customers!"

Consistent with their mission to support charitable organizations, WonderChess will donate 5% of WonderElla profits to elephant sanctuaries around the world, because elephants never forget. WonderElla will begin

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shipping to retail stores in May 2010. It is safety tested to ASTM F963-07, HR4040, and compliant with the Consumer Product Safety Improvement Act (CPSIA) of 2008. WonderChess is currently accepting pre-orders. For more information, check the website: www.wonderellagame.com.

About WonderChess LLC:

WonderChess LLC develops innovative, educational, game kits for kids that incorporate their prize-inside 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 sold through specialty retailers across the USA and internationally. Their WonderChess Kids Fund makes donations to support children's programs in urban schools and community centers. Please visit www.wonderchess.com for other releases, media coverage and retailers. WonderChess LLC is a proud member of ASTRA.

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