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I Can Do That! Games™ Secures Game License for Chuggington™

***Award-Winning Game Developer Announces New Licensing Agreement;
Welcomes Aboard Popular Preschool Television Property***

Seattle, WA (June 16, 2010) – I Can Do That! Games, the award-winning Seattle-based preschool game company, has secured the game rights to the popular Chuggington license, through a partnership with Ludorum. This marks the fourth preschool games license in as many years for I Can Do That! Games, whose award-winning games featuring Dr. Seuss, Richard Scarry, and Curious George have been industry top-sellers and helped the company grow by 30% in 2009. The company will launch its first Chuggington game in Spring, 2011.

“We take a very different approach to licensing, and it’s a big reason for our success,” said Jacobe Chrisman, CEO and founder of I Can Do That! Games. “We select quality, touchstone preschool licenses and then we bring characters and story themes to life through incredibly fun, original game play. By staying true to each property, we give children and families a whole new way to engage with the brand.”

The Chuggington television series airs six days a week on Playhouse Disney, Disney Channel’s learning-focused programming block for preschoolers. The series follows the adventures of Koko, Wilson and Brewster — Chuggington’s ‘trainees’ and three main characters — as they learn to ‘ride the rails’ of life. The program combines rich entertainment with preschool-appropriate social readiness lessons. In 2011 Ludorum will launch a comprehensive Chuggington consumer product program for kids ages 3-6, with top-tier licensing partners across multiple categories including games, toys, books, and DVDs.

“The products from I Can Do That Games literally stopped me in my tracks at retail,” said Maureen Taxter, SVP, U.S. consumer products, Ludorum. “The company’s high-quality licensed products stand out and are authentic which made it easy for us to imagine the possibilities for Chuggington in their creative hands.”

I Can Do That! Games was founded by Jacobe Chrisman, former head of product development at Cranium Games, in 2007. The company has won more than 50 of the industry’s top awards to date, including the Oppenheim Toy Portfolio Platinum award, Parents’ Choice Gold award, National Parenting Center Seal of Approval award, and two nominations for the industry’s Toy of the Year (T.O.T.Y.) award in the game category. For more information, visit www.icandothatgames.com.



About I Can Do That! Games™

I Can Do That! Games foster self-confidence by giving kids a chance to discover what they can do. Favorite Dr. Seuss, Curious George, and Richard Scarry characters come to life—challenging kids to run, slide, hide, seek, sort, explore—and more! By engaging kids physically, socially, and creatively, I Can Do That! Games provide endless hours of fun for the whole family.

Founded in 2007, the Seattle-based game company has won more than 50 of the industry's top honors, including Parents' Choice Gold awards, Oppenheim Toy Portfolio Gold and Platinum awards, National Parenting Center Seal of Approval awards, and two-time finalist nominations for the coveted Toy Industry Association Toy of the Year (T.O.T.Y.) award in the Games category. I Can Do That! Games can be found in mass and specialty retail outlets nationwide.

To learn more, visit www.icandothatgames.com.

About Ludorum PLC

Ludorum is a global IP company dedicated to developing, acquiring and marketing quality entertainment properties for television, interactive and new media. Ludorum is the creator of Chuggington™, a CGI-animated television series for preschoolers that has launched in over 175 countries around the globe including the U.S. on Disney Channel's Playhouse Disney, January, 2010. Ludorum was formed in 2006 and has offices in London, Chicago and New York.

For more information about Ludorum, please visit: www.ludorum.com.