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Wonder Forge™ To Launch First-of-a-Kind Dr. Seuss Preschool App-Enabled Board Game

Unique Pairing of Traditional Board Game and Mobile App Play--All in One New Game for Preschoolers

Seattle, WA (September 30, 2011) –Award-winning game maker Wonder Forge™, named one of Seattle's Fastest Growing Private Companies in 2010¹, today announced that it will launch a new Dr. Seuss themed app-enabled board game in Fall, 2012, bridging the gap between traditional game play and mobile game play for preschool-aged children.

Games have always been a mainstay of preschool play, teaching important developmental skills--from letters, numbers, matching, counting and world building, to social skills such as taking turns and winning or losing. On the rise is a whole new universe of app-enabled games that, if done well, can foster creativity and provide an engaging new outlet for fun.

"The opportunity to combine both traditional and mobile game play experiences together in one game, particularly for this age group, was an irresistible trailblazing proposition for us," said Jacobe Chrisman, CEO and founder of Wonder Forge. "We see this as a natural innovation combining classic and new play patterns."

The new Dr. Seuss app-powered game will debut at the industry's Fall Toy Preview show in Dallas beginning October 4, 2011. The company's first offering will include three Dr. Seuss games in one, combining the physicality that preschoolers love with an app-enabled component available through the ipad, iphone, Android, and other mobile devices. The game will feature favorite Dr. Seuss characters, in celebration of Seuss's 75th anniversary.

"Wonder Forge is one of the most innovative and creative young game companies today. They consistently combine well-chosen appealing licenses, produce high quality games and, most importantly, develop gameplay that is engrossing, engaging and enchanting," says Chris Byrne, content director for TimetoPlayMag.com, aka The Toy Guy®.

Wonder Forge, which launched in 2007, has earned more than 80 awards for product excellence in just five short years in business. The company has a unique approach to licensing, bringing beloved characters and stories to life through inventive, original game play that engages kids physically, socially, and creatively. With

licensing rights to cherished literary brands such as Dr. Seuss, Richard Scarry's Busytown, Angelina Ballerina, and Curious George, and popular TV properties such as Chuggington and MythBusters, the company has quickly become a mainstay in the games aisle. Today Wonder Forge publishes a combined total of 50 games for all ages, sold at mass and specialty retail outlets nationwide and in four countries.

For more information, visit www.wonderforge.com.

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About Wonder Forge™

Founded in 2007, Seattle-based Wonder Forge provides endless hours of fun for the whole family with innovative, high quality games that engage players physically, socially, and creatively. The company publishes 50 games for children and families of all ages, has earned more than 80 of the industry's top awards for game excellence and has been twice nominated for the industry's Toy of the Year Awards (T.O.T.Y.) in the games category.

Wonder Forge products can be found in mass and specialty retail outlets nationwide and internationally in 4 countries.

To learn more, visit www.wonderforge.com.

1 Puget Sound Business Journal, 2010