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Wonder Forge® Wins Industry Honors

Preschool Game Developer Wins Numerous 2011 Awards for New Range of Titles – Company Secures The National Parenting Center Seal of Approval, Oppenheim Toy Portfolio Platinum Award, Play on Words (PAL) Award, Parents' Choice Award and More

Seattle, WA (December 8, 2011) – Wonder Forge® named one of Seattle's Fastest Growing Private Companies in 2010¹, has won accolades for its new range of preschool and family games designed for children ages 3 and up. Securing an array of coveted honors with new games for holiday, Wonder Forge continues its tradition of delighting both industry and consumers with the company's innovative and interactive games.

"Wonder Forge is unique in designing exceptional products encouraging great play, while building language learning. Underlying their clever, popular games is practice in critical skills that contribute to academic success," said Sherry Artemenko, speech and language expert, and Founder of Play on Words (PAL) Awards.

This year, Wonder Forge award-winning games bring to life beloved childhood characters from Angelina Ballerina™, Richard Scarry's Busytown™, Chuggington™ and Dr. Seuss™ through out-of-your-seat fun and confidence-building game play. Five games earned this year's coveted The National Parenting Center Seal of Approval including Angelina Ballerina Dance with Me! Game; Chuggington Traintastic Cargo Game; Chuggington Let's Ride the Rails Game; Richard Scarry's Busytown Busy Busy Airport Game; and Dr. Seuss Wooden ABC's Puzzle. These games along with other Wonder Forge titles earned praise from industry leaders that select the best and brightest new additions to the market each year. Winning games and their honors include:

2011 Game Highlights

Angelina Ballerina™ Dance with Me! Game™

Share the spotlight with Angelina Ballerina in this on-your-feet dancing game. Angelina Ballerina is the star of the show – and guess who she wants on stage, too? YOU! Practice the dance moves, step by step. Every time you play, it's a new ballet routine! When show time arrives, turn on the music and take center stage!

- 2011 Oppenheim Toy Portfolio Platinum Award
- 2011 Play on Words (PAL) Award
- 2011 The National Parenting Center Seal of Approval
- 2011 Creative Child Game of the Year Award
- 2011 Savvy Auntie Coolest Toy Awards

For more information on our company and games, visit www.wonderforge.com.



Richard Scarry's Busytown™ Busy, Busy Airport Game

Set up your destinations around the room, load your plane with your favorite Busytown characters, and wait for the "all-clear" from the control tower at Busytown airport. Then zoom to the beach with Huckle Cat, the mountains with Lowly Worm, the forest with Hilda Hippo, or the city with Sgt. Murphy, collecting souvenirs as you go to win. It's playful fun for preschool pilots!

- 2011 Play on Words (PAL) Award
- 2011 Top 10 Play on Words (PAL) Award Picks 2011
- 2011 The National Parenting Center Seal of Approval
- 2011 Creative Child Preferred Choice Award
- 2011 NAPPA Gold Winner
- 2011 Disney's Family Fun Toy of The Year Award
- 2011 Parents' Choice Gold Award
- 2011 Teachers' Choice Awards for the Family
- 2012 Canadian Toy Test Council Best Bet Award

Chuggington™ Traintastic Cargo Game

The go-for-a-ride, see-what's-inside game! A trainload of surprises is chugging into the depot. Peek inside the boxcars to hunt for matching shapes, colors, and numbers. Collect the most matches to win!

- 2011 Oppenheim Toy Portfolio Gold Award
- 2011 The National Parenting Center Seal of Approval
- 2011 Play on Words (PAL) Award
- 2011 Parents' Choice Recommended Award
- 2011 Creative Child Seal of Excellence Award

Chuggington™ Let's Ride the Rails! Game

Players rescue runaway animals and solve a mystery with the Chuggington trainees! Oh, bumpers ... The animals have escaped from the Safari Park! Help Wilson, Brewster, and Koko travel around the four-foot game board to pick up the animals, and try to figure out which one stayed behind with Mtambo. Work together to solve the mystery and win!

- 2011 Oppenheim Toy Portfolio Gold Award
- 2011 The National Parenting Center Seal of Approval

Dr. Seuss™ Wooden ABCs Puzzle

Favorite friends, from the Cat in the Hat to the Fox in Socks, are hiding behind the letters for colorful, creative alphabet fun. This instant classic features vibrant Dr. Seuss artwork and crafted wooden puzzle pieces that are perfect for little hands.

- 2011 Oppenheim Toy Portfolio Gold Award
- 2011 Parents' Choice Approved Award
- 2011 The National Parenting Center Seal of Approval

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Konexi™

Wonder Forge's best-selling family game invites players to add letters to a teetering tower in this gravity-defying word game. Take turns adding letters—up, down, or sideways—to spell words and score points. But watch out, don't trigger a Konexi collapse!

- 2011 Play on Words (PAL) Award
- 2011 Education.com A+ Award
- 2011 Family Fun 10 Best Family Games

Jacobe Chrisman, former head of product development at Cranium® games, launched Wonder Forge® in 2007. Today the game brand 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.

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 100 of the industry's top awards for game excellence and has been nominated 3 times 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 10 countries.

To learn more, visit www.wonderforge.com.

About Cookie Jar Group

The Cookie Jar Group of Companies is one of the world's leading independent entertainment and consumer products companies with offices around the globe. Cookie Jar Entertainment is a leader in the creation, production and marketing of animated and live-action programming. Its library of nearly 6,000 half-hour episodes of television features some of the world's most recognizable series including **Caillou**, **Inspector Gadget**, **The Doodlebops** and **Johnny Test**. The company controls Cookie Jar TV, the weekend morning block on CBS, and has a one-third interest in international children's television channel KidsCo. Cookie Jar Entertainment's Jaroo.com is the premiere web video destination for kids with the largest independent selection of full-length children's TV series and movies online. Copyright Promotions Licensing Group, (CPLG) Cookie Jar's full-service international licensing agency, represents numerous entertainment, sport and design brands such as Strawberry Shortcake, Richard Scarry's Busytown, St. Andrews Links, and Skelanimals. For more information, please visit www.cjar.com.

About Dr. Seuss Enterprises

Dr. Seuss Enterprises was founded in 1993 by Dr. Seuss's widow, Audrey Geisel, in order to maintain the integrity of the original Dr. Seuss books, characters, and their invaluable contribution to children's literacy. The company actively works to ensure that the books and characters maintain their original look and personalities for future generations. Dr. Seuss Enterprises is located in La Jolla, California.

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About HIT Entertainment

HIT Entertainment is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as Thomas & Friends™, Barney™, Bob the Builder™, Fireman Sam™, Angelina Ballerina™, Mike the Knight™, Pingu™ and Rainbow Magic™. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, Sprout®. For more information, visit www.hitentertainment.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.

¹ Puget Sound Business Journal, 2010

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