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DR. TOY'S R FOR FUN IS TO "TAKE ONE CODEBREAKER, THEN CALL HER IN THE MORNING"

Cugno's "Codebreaker" Game Receives Dr. Toy's 10 Best Games Award for 2006

St. Louis, MO (October 18, 2006) – Cugno is proud to announce it has received the coveted "Dr. Toy's 10 Best Games" and also "Dr. Toy's 100 Best Children's Products" awards for its brand new, educational and creative game, "Codebreaker."

"Dr. Toy's 100 Best Children's Products" Awards Program 2006 was developed by noted child development authority, Stevanne Auerbach, Ph.D., (a.k.a. Dr. Toy) as a service to consumers who desire to purchase safe, affordable, educationally oriented, stimulating toys and products for children for home and school. "As a childhood specialist for over 35 years," says Dr. Toy, Director of the Institute for Childhood Resources, founded in San Francisco in 1975, "I have seen the continuous, essential need for more year-round resources to identify and choose the most appropriate, safe, engaging, learning, and developmental products for all children."

"Dr. Toy's 100 Best Products" were carefully chosen from among thousands that she has reviewed at toy fairs, in catalogs, and through many other sources, using extensive criteria she has developed over many years. Among the criteria used are: *safety, age-appropriateness, design, durability, lasting play value, cultural and ethnic diversity, good transition from home to school, educational value, learning skills, creativity, improvement in the understanding of the community and the world, good value for price, and, naturally, fun.*

Here's what Dr. Toy had to say about Codebreaker:

This creative strategy game is irresistibly fun, but also allows players to compete by expressing themselves in their own way. It is a new twist on the classic game of matching. In order to remember where pairs are located, players draw or write secret reminder codes on the back of the cards with dry-erase tiles included with the game. Players use their lifetime of memories (words, pictures, people's names, places) to create secret reminder codes. Crack your opponents' codes and use your own to locate



characters to win the most points. Decide when to take a pair and when to hold out to get three pairs in a row, allowing you to swipe any pair from another player. Use special tokens at critical times during the game to give yourself an advantage by forcing another player to reveal a code. This clever game will develop your child's linguistic, critical thinking, creative and social skills. The game play requires innovation and creativity to stay one step ahead of other players.

Codebreaker won the Dr. Toy's 10 Best Games and also Dr. Toy's 100 Best Children's Products Award for the Game, Creative Product, Educational Skills and Toy categories. It is recommended for children aged 7-12. The suggested retail price is \$19.95

For more information about Dr. Toy or to see other Dr. Toy's 100 Best Children's Products Award winners, visit their website at www.drtoy.com/awards.

In addition to Codebreaker, Cogno has created other games and is developing a book series which enthralls young readers with the adventures of Cogno and his detective dream team. They deal with (or at least acknowledge) real limitations of the physical universe, such as the speed of light barrier or surviving planets with different environments. Real science ideas are woven throughout the exciting fictional stories in what is dubbed "science faction."

Cogno games and books inspire critical thinking and imagination, for ages 7 to adult. Cogno products have won 19 national awards for the way they combine fun and learning, appeared in the Wall Street Journal and on PBS, and feature expert review by scientists at NASA and the SETI Institute. See www.cogno.com for product information, store locations, or to purchase online.

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