



NEWS RELEASE

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VIRAL MARKETING TACTICS ARE HELPING BUILD MASS APPEAL FOR MULTIMEDIA KID'S BRAND, *COGNO*

Just 11 months after launch, *Cogno's syndicated puzzlers* now reach 250,000 school children a week; on pace to hit 500,000 by end of 2008

ST. LOUIS (Dec. 10, 2007) -- Stuart Montaldo wants his brand of award-winning games, books and other products to become a household name. To make that happen, he's implementing a strategy for making them *classroom* names first.

Montaldo's company, Cogno Products, is the creator of the multimedia kid's brand, "Cogno," which takes a "Star Wars-Meets-Magic School Bus" approach to fun and learning. Cogno -- a wise and friendly alien with a single giant eye -- is also the central fictional character around which the brand is based.

This past January, the company introduced a weekly brain-stretching exercise called *Cogno's Challenge* that is designed to be used in elementary and middle school classrooms as a supplement to regular science curriculum. (Samples are available at www.cogno.com/puzzlers.)

"We began by sending the puzzlers to teachers who were already fans of our science board games," explains Montaldo. "They, in turn have passed it along to other teachers they know. It's viral marketing at its best -- the teachers and students receive valuable, free teaching tools, while voluntarily passing along our branded content."

Cogno's Challenge

Question #240
Indoors at a space colony built on a small asteroid, where there was breathable air, a person could build wings and fly like a bird because of the low gravity.

Your name: _____

True
or
False?

VOLO



Take this home and challenge your family!

This and hundreds of other questions can be found in Cogno board games. See www.cogno.com

Do you have a question we might use for a Future Cogno's Challenge? If we use yours, you'll win a Cogno board game for your class! Send to feedback@cogno.com

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While Cogno puzzlers do not directly promote the company's products, they are building brand awareness among children and teachers – two key audiences for Cogno Products. Also, many kids take the puzzlers home to stump their families, which places Cogno in front of parents, too.

By May 2007 – the end of last school year – the puzzles were already reaching 180,000 children weekly in the U.S., Australia and New Zealand, with 2,500 added each week.

This past September, the company introduced a second weekly puzzler service -- Cogno's Codebreaker – which provides fun and thought-provoking exercises in English, Math and Science that mirror the creative and lateral thinking of the company's family game of the same name. Subscriptions continue to grow, with Cogno's Challenge and Cogno's Codebreaker currently reaching 4,000 teachers who share the puzzlers with 250,000 children weekly.

A May 2007 survey of subscribers, in fact, showed that 95% of the teachers who subscribed to the free service used Cogno's Challenge regularly in their classrooms. "We regularly receive glowing feedback from teachers, both about our puzzlers and the games themselves," says Montaldo.

"If you give my students a choice between Cogno and recess, they will unanimously choose Cogno every time," says Ann Marie Jakubielski, a teacher at St. Joseph School in Norwich, Conn. "I love the fact that the students are learning something in such fun and enticing way!" 99% of the teacher/subscribers said they'd recommend Cogno puzzlers to another educator – and many have obviously already done so. As the folks at Cogno hoped, almost three fourths of the teachers surveyed said they now intend to buy a Cogno game, and some 41% reported that their students have talked or asked about Cogno games and books after experiencing the puzzlers.

"It's turning into the ultimate viral marketing tool, in that it accomplishes our marketing objectives, is taking on a life of its own in terms of growth, and costs next to nothing." says Montaldo. "In addition to the growing brand awareness and the documented 'intent to purchase' statistics, we are seeing game sales increase as a direct result of the puzzlers."

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About DoubleStar, LLC

St. Louis-based DoubleStar, LLC, the developer of Cogno, is owned by Montaldo and a group of private investors. Since introducing the first Cogno game nationally in 2004, the product line has grown to three games, two books and content syndications that are widely distributed in the United States, Australia and New Zealand. Together, the products have garnered 23 national awards. The company has three book properties in development and video game concepts on the drawing board.