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Prime Suspect™ card game transforms players into detectives on a search to unmask their opponents' secret identities!

This new game in the award-winning Cogno franchise sharpens players' math and reasoning skills as they collect cards representing their character's lost code

ST. LOUIS --- (February 6, 2008) --- Imagine a group of out-of-this-world spies sitting down to play a game involving secret identities, numbers and a nostalgic hint of Go Fish. You've just imagined **Prime Suspect**, the new card game from the makers of the award-winning Cogno board games and books.

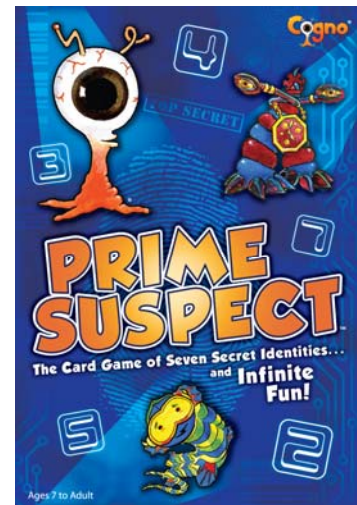
To be introduced at Toy Fair 2008, **Prime Suspect** – like the other Cogno products – is designed to get young minds thinking while they're busy focusing on having fun. In this case, the card game sharpens reasoning skills, while reinforcing simple manipulations of prime numbers, squares and number multiples. The instructions also provide for a fun "Express" version of the game, minus the math, that takes 10 minutes or less to play.

The game begins with each player selecting one of seven secret identities – each a character from the Cogno games and books. The object of the game is to collect five of six character cards that match your secret identity before your opponents collect their cards or can guess who you are.

"Each character is assigned a special sequence of numbers – odd numbers, prime numbers, etc. – which are represented on their six character cards," explains Stuart Montaldo, president of Cogno Products and a co-creator of the game. "In the game, players ask their opponents for certain numbers or number ranges to collect the cards they need— while trying to keep their identity hidden. Meanwhile, they keep an eye on what everyone else is requesting in hopes of zeroing in on their opponents' identities."

"The challenge is to misdirect opponents by asking for numbers in such a way that makes it difficult for your opponents to guess what numbers you are really after," says Jennie Meresak, Cogno Products' marketing director and co-creator of the game. "For example, if your character needs even numbers, you might you might ask an opponent for a 4, 7 or 12. The 7 is a decoy to throw the other players off of your trail."

There is other strategy at play as well. Special cards and tokens, for example, can be used to force other players to change their identities, or block them from taking the cards they may want.



Demand for math and reasoning games

The idea for **Prime Suspect** grew out of feedback Montaldo received from Cogno's Codebreaker weekly puzzler service to schools. These free, weekly brain-stretching puzzlers provide fun and thought-provoking exercises in English, Math and Science that elementary and middle school educators use as a supplement to the regular curriculum. (Samples are available at www.cogno.com/puzzlers.)

"Our feedback and research showed that there was tremendous interest among educators and parents for more games involving math skills," explains Stuart Montaldo. "**Prime Suspect** fills that need, but does it in the context of an exciting, suspenseful game that doesn't feel educational at all. Also, it is a blast for anyone over the age of seven, which was a challenging goal we set for ourselves."

Prime Suspect will be shipping nationally in Summer 2008 at a suggested retail price of \$11.95.

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About Cogno Products

St. Louis-based Cogno Products (DoubleStar, LLC) 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. Cogno has games, books and syndicated content in the U.S. and abroad, and plans to introduce interactive games and animation.

Other Cogno Products

Cogno®: The Alien Adventure Game™

Real fun and real science combine in this multiple award-winning family board game. Blast off in a race around the universe to outsmart other players. Visit mysterious planets. Collect fun survival gear and win fuel cells by answering mind-bending questions about how the universe works. Beyond trivia, the true/false and multiple choice questions require critical thinking, and the "Book of Y" explains the science behind each. Players love the double game boards, fun characters, strategy, and thought-provoking questions. But be warned: this game may cause players to love space and science! For 2 or more players ages, ages 7 & up. \$29.95

Cogno®: Codebreaker®: This 10-time award-winning game is based on the old "Memory Game" -- with one important twist. In Codebreaker, players use dry-erase markers to draw or write something on the back of the cards they pick, pulling from their lifetime of memories to create personal secret reminder "codes." Part of the fun is guessing the meaning of everyone else's secret codes! In the process of guessing and revealing codes, players learn all about each others' life experiences and memories. For 2-4 players, age 7 & up. 19.95

Cogno®: The Legends

This "science fiction" book series, featuring all the engaging Cogno characters, melds fiction with real science. Cogno's detective dream team protects the galaxy and unravels seemingly unsolvable mysteries. Real science ideas are woven throughout the fictional stories. A special section looks back on each story, separating science fact from fiction for the reader. The second book in the series, *Mindshifters*, includes a foreword by Bill Nye The Science Guy®. For ages 10 & up. \$8.95

Cogno® Syndicated Puzzlers

Free weekly puzzlers for educators, inspired by the award-winning Cogno games. Science, math and language puzzlers encourage critical thinking, fun and learning for kids ages 7-13. Information and sign up is at www.cogno.com/puzzlers.

For information about the company or its products, call 1-866-HI-COGNO or visit www.cogno.com.