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NEWS RELEASE

For immediate release

Cogno Expands Internationally

ST. LOUIS, MO (February 1, 2007) --- What is Cogno? It is a character-driven, multimedia brand with an underlying mission to entertain and educate, like American Girl or The Magic School Bus. But Cogno goes deeper, with highly engaging characters, a book series of novel-length stories like Star Wars, and highly entertaining family games featuring the same fun Cogno characters.

Cogno is now available through distributors in Australia (Even Toys and Games, a leading distributor of family fun and educational games and toys; www.eventoysandgames.com.au) and New Zealand (Logical Toys, supplier of world-class educational toys and learning products to schools and the trade since 1991; www.logicaltoys.com)

David Peard, Managing Director of Even Toys and Games, said "In my first week of appointments presenting this new line, every retailer placed orders for the Cogno line. It's a strong start."

Mark Heyman, Managing Director of Logical Toys, commented "We've been most impressed with the Cogno series and have the products ranged through all specialty retailers, booksellers and into schools through our educational partners. The feedback has been awesome!"

Cogno is now looking to expand into Canada, the U.K. and Europe.



Designed for families with kids ages 7-13, Cogno inspires thinking and teaches fun concepts of space exploration, science, reading, and math. During 2006, Cogno products won their 20th national award from independent reviewers for the way they combine critical thinking, imagination and learning. Their newest game, Codebreaker, is leading the way with seven national awards.

For information about Cogno call (866) HI-COGNO or visit www.cogno.com.