

For Immediate Release
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NEWS RELEASE

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Codebreaker Stretches Your Creativity – While Providing A Hilarious Look At The Funny Ways People Think

ST. LOUIS, MO (December 1, 2005) --- You know how children sometimes seem to operate on their own special wavelength? They might draw something that looks sort of like a witch's hat – or maybe it's a vacuum cleaner – you're not sure which. Then, if you dare venture a guess, they look at you funny because any semi-intelligent person could clearly see that what they were really drawing was, in fact: the Eiffel Tower?

Finally, there is game made for them! And for parents and grandparents – and anyone else who'd like to get a glimpse of the funny ways people's minds work. You can experience it in Booth #6125 in the GameZone at Toy Fair.

It's called **Codebreaker**. New from the makers of the award-winning Cogno board games, Codebreaker is a game built around the idea that you really don't WANT the other players to know what you're thinking – or drawing!

Playing the game is simple. It begins with 17 pairs of tiles featuring the engaging characters from the Cogno games and book series. Like the old "Memory" game, the idea is to find as many matched pairs as you can – *but that's where the similarity ends and the laughter and creativity begins!*

The biggest twist: In Codebreaker, players use dry-erase markers (included with the game) to draw or write something on the back of the cards they pick. Each player pulls from his or her lifetime of memories to create these personal secret reminder "codes" to help them remember where the game's characters are hiding, and can be words, pictures, famous quotations, numbers... almost anything. The key is creating codes that other players won't figure out—but part of the fun is guessing the meaning of everyone else's secret codes!



And then there is strategy. Special rules, for example, can force other players to reveal their secret codes, offer a sneak peek at a character, or even enable a player to swipe a pair from someone else.

Besides being fun, Codebreaker exercises the minds of children and adults in very beneficial ways. “Our mission,” explains Stuart Montaldo, who founded DoubleStar, LLC, the makers of Cogno products, “is to inspire children to think critically and imaginatively. I’m continually amazed at the unusual, abstract and creative ways players come up with to remember the Codebreaker characters – and the lengths they will go to ensure no one ‘cracks’ their codes.”

Now you know the perfect gift for your kids this year. Need help remembering the name? Well, try a little free-associating, Codebreaker-style. Remember that CODE ring you had in third grade? You know, the one your big brother BROKE? “Code” + “Breaker” = Codebreaker.

Simple, right? Well, simple for me. Find your own codes!

OTHER COGNO PRODUCTS

Cogno[®]: The Alien Adventure Game[™]

Real fun and real science combine in this multiple award winning board game. Blast off in a race around the universe to outsmart other players. Visit mysterious planets. Win fuel by answering simple but mind-bending questions. Will you be sucked into the Black Hole and sent to the Parallel Universe? Kids 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[®]: Deep Worlds[™]

This 5-time award winning game was also named a “Top 10 Product” at the 2005 American International Toy Fair. Dive into distant waters to outsmart other players in a race across an ocean on another planet. Survive DiveZones. Win fuel by answering new, more challenging, mind-bending questions. Will you be able to slingshot yourself around the whirlpool or will you get sucked into The Trench? The first one back to the beach wins. Kids love the fun characters, graphics and game play. Caution: this may cause players to love space and science! For 2 or more players, ages 7 & up. \$29.95

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 is entitled *Mindshifters*, and debuts in January 2006. For ages 10 & up. \$8.95

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