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COGNO'S SYNDICATED CONTENT HELPS BUILD BRANDS AT THE SPEED OF FUN

Game Maker Introduces "Cogno's Corner" – A Visionary New "Free" Marketing Technique

St. Louis, MO (August 30, 2006) – Would you read a publication or surf to a website that offered you and your family a chance to have some fun together? How about if the fun that you had there also happened to be educational? Last question - would you still do it if the content you were enjoying was ultimately designed as a branding tool for products? Well, Stuart Montaldo, the founder of DoubleStar, LLC, and inventor of *Cogno*, the wildly popular series of games and books, is betting that you will.

Branding is a term that pertains to well-accepted marketing techniques that psychologically "brand" a product's name, philosophy and benefits into a person's memory. A well-branded product will be the first thing that comes to a person's mind when a particular purchase is needed. As you can imagine, millions of dollars are spent studying branding techniques and, at this point, it is all too rare that an innovative approach is discovered.

But innovation is what Cogno is all about. And not only is its new syndicated content marketing strategy effective, but it has positive benefits for anyone with whom it comes into contact. Drawing fun, educational content from its award-winning line of Cogno board games and books, the company, DoubleStar, LLC, has created a series called *Cogno's Corner*. Offline and online publishers receive weekly science questions and answers in a fun and interactive format. The content and graphic layouts are free and there are hundreds of questions that can be rotated on a schedule the publishers determine.

The entire concept is win-win-win marketing at its finest. Win #1 is that the hosting publisher receives branding benefits by having *free*, engaging content that families will come to enjoy and look forward to. For offline publications like newspapers, readers see the question and answer, and are referred to an explanation of the answer at the publisher's website. This drives traffic to the publisher's website, which is typically a high business priority.

Win #2 is that the families have fun, learn and spend quality time together...for free...until Christmas when they need a game and the first thing they think of is Cogno! That, of course, is Win #3.

Here is a sample question and answer from Cogno's Corner:

Question: If you and an elephant were floating in space and you pushed on the elephant, which of you would move away from the starting point faster? a) you; b) the elephant; c) both would move at the same speed; or d) the duck (*Answer: a) you*)

Explanation: Have you ever heard of Isaac Newton? He's the guy who first talked about gravity as we now think about it, supposedly because an apple fell on his head and gave him the idea. Well, Mr. Newton later created some "laws" of motion to describe how objects move. One of Mr. Newton's laws says that "for every action there is an equal and opposite reaction." Basically this means that if you and a friend who weighed exactly the same (on Earth) were floating out in space and you pushed him, the force you used would push him away from you, but would also push you away from him at exactly the same speed. But imagine there is an elephant that has far more mass than you do. You push on the elephant. The same force pushes you back and the elephant away from you. But since you have much less mass, you'll float backwards faster. Your push against the giant elephant will cause him to very slowly drift away... his greater mass makes him float away more slowly than you do.

DoubleStar is currently offering FREE subscriptions to *Cogno's Corner* to internet sites, newspapers, science museum websites and newsletters. Retail toy stores who may have websites or newsletters that this content may be appropriate for are being approached as well. To see an example of how it works on the web, visit The St. Louis Science Center at <http://www.slsc.org> and click on the "Visit Cogno's Corner" link.

Cogno games and books inspire critical thinking and imagination about space and science, for ages 7 to adult. Cogno products have won 16 national awards for the way they combine fun and learning, have 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 to learn about the world of Cogno, more product information, store locations, and how to purchase.



Saint Louis Science Center's website

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