

## FOR IMMEDIATE RELEASE

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## **Cogno<sup>®</sup>: Deep Worlds<sup>™</sup> Debuts As First Game To Combine Science With Character-Driven Adventure**

*Educational Game Has A 'Fun Quotient' That Is Out Of This World*

**St. Louis, MO – January 12, 2005** – DoubleStar, LLC has announced the debut of Cogno<sup>®</sup>: Deep Worlds<sup>™</sup>, a board game which submerges players aged seven to adult in an alien ocean to learn about space exploration and the universe. Cogno: Deep Worlds, which will debut at the American International TOY FAIR<sup>™</sup> in New York February 20-23, 2005, combines wild-looking alien game piece characters, strategy, critical thinking and learning in one box.

“Many kids tell me Cogno is the best game they’ve ever played,” said Stuart Montaldo, creator of Cogno games and President of DoubleStar, LLC, noting that more than 100 kids in three cities helped develop the game. “The secret to Cogno’s appeal to kids is that if you removed all of the science information, the game stands on its own and is a blast to play. Parents and teachers appreciate seeing kids think and learn as they enjoy the game.”

In Cogno: Deep Worlds, players immerse themselves in a graphic-rich underwater environment with a giant squid, alien eel, sea turtles and a huge whirlpool. Their challenge is to beat the other players in a race around an alien ocean on two separate game boards. One game board contains changing DiveZones, while the other contains a deep-water trench.



Players earn fuel cells necessary to win the game by correctly answering mind-bending science questions (not trivia!). Ninety percent of the questions are true-false, while the remaining 10 percent are multiple-choice or no-wrong-answer questions.

As they progress, players encounter forks in the road, strategically move forward or backward when they choose, collect interesting survival gear, and watch their fortunes change fast. They can even employ a one-time re-roll token called a “Time Machine” to help themselves, or hold back an opponent.

Cogno: Deep Worlds also includes Cogno’s “Book of Y,” which explains the science behind the hundreds of science answers in the game in conversational language. DoubleStar’s game content has been reviewed by scientists at NASA and the SETI Institute.

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Parents are amazed at Cogno's drawing power with kids. "There are three games my kids keep coming back to: MONOPOLY<sup>®</sup>, SCRABBLE<sup>®</sup> and Cogno," said Dean Burns, a St. Louis parent of two preteens.

Cogno: Deeps Worlds has also been integrated into the third to eighth grade science curricula at elementary and middle schools. "It sparks critical thought and imagination among my students on topics ranging from gravity and the speed of light to space travel, and students love to play it," said Mike McBride, a science teacher at Ladue Middle School in St. Louis, noting that fun games that spur critical thinking are hard to find.

In 2004, Cogno: Deep Worlds earned Dr. Toy's Top Ten Games and Top 100 Children's Products awards, The National Parenting Center's Seal of Approval, and Homeschool.com's Educational Gift Award.

With an MSRP of \$29.95, Cogno: Deep Worlds rolls out nationally during the first quarter of 2005 to specialty toy, educational and museum stores across the country. Visit [www.cogno.com](http://www.cogno.com) for a list of retailers.

Cogno: Deep Worlds is the second game in the Cogno series, following the successful 2004 launch of Cogno<sup>®</sup>: The Alien Adventure Game<sup>™</sup>. The two board games share the same alien game pieces and method of play, but different science content and game boards. In addition, watch for Cogno<sup>™</sup>: The Alien Legends<sup>™</sup>, an upcoming "science fiction" book series that brings the eight Cogno board game characters to life for young adult readers.

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*For more information about Cogno: Deep Worlds, or to request a photograph or product sample, contact Gayle Glickman at Healy Communications, Inc. at 312/440-3900; [gglickman@healyco.com](mailto:gglickman@healyco.com). Also, visit [www.cogno.com](http://www.cogno.com).*

#### **About DoubleStar, LLC**

DoubleStar, LLC is a privately held publishing company based in St. Louis, MO. Creators of Cogno board games and books, the company mission is "to inspire children to think critically and imaginatively as they learn about space and science." Cogno products combine innovative presentation and packaging of science concepts with kid-researched product development. The result delivers products of unsurpassed fun and education that delivers on the company tagline, "Real Fun...Real Science!"