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## **COGNO: THE ALIEN DETECTIVE HAS ALL-SEEING EYE FOCUSED ON BECOMING THE NEXT MULTI-MEDIA PHENOMENON**

### ***LevelFiveMedia, LLC & DoubleStar, LLC Ink Cosmic Deal***

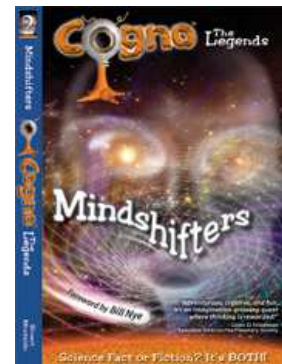
St. Louis, MO ( December 4, 2007) -- Anyone familiar with the highly competitive toy industry knows what a phenomenon it is for an individual to successfully develop, produce and market a new board game. But for Stuart Montaldo, the creator of an award-winning series of board games called "Cogno<sup>®</sup>," it is just the beginning of his "Star Wars meets Magic Schoolbus" franchise vision.

Appropriately named after the cosmic phenomenon of two stars bonded by gravity, Montaldo's company, DoubleStar, LLC, just rocketed past another remarkable milestone. As of January 2006, they've signed a deal with *LevelFiveMedia, LLC*, a media savvy literary agency, to increase the distribution of the books in DoubleStar's steadily growing franchise.

After reading a recent article in *The Wall Street Journal* about Montaldo's success, Cathy Hemming and Steve Hanselman, founders of *LevelFiveMedia, LLC* approached him to discuss representing his series of books. Melding fiction and fact, "Cogno: The Alien Legends<sup>™</sup>" series chronicles the adventures of a detective dream team of eight alien characters, led by Cogno himself, that protects the galaxy and unravels seemingly unsolvable mysteries.

Because of Montaldo's lifelong love of science, real scientific concepts and facts are woven throughout his wildly fun, fictional stories. He has even created a new term to describe his creations: "science faction." To prove that Montaldo's onto something, since introducing his initial game in 2004, his line has grown to three games and two books that are widely distributed in the specialty toy, museum and education markets.

Speaking of her newly signed author, Hemming says, "I am very excited about the potential for Stuart's work. Not only is there tremendous interest in the kind of 'edutainment' that he is offering, but there is great need for this distinctive content." She is highly confident about the prospects for the Cogno series in larger distribution channels. And she would know, given that before starting *LevelFiveMedia, LLC*, she was the president and publisher of HarperCollins General Books. Her partner, Hanselman, is also very adept at knowing talent when he sees it because he ran several divisions at Harper Collins while there.



DoubleStar's primary goal is to secure a deal with a major publishing house to publish and market the Cogno book series. Therefore, Montaldo is thrilled about signing with *LevelFiveMedia*. "We now have two former publishing executives, both with tremendous marketing and sales knowledge, behind Cogno. Once they secure a publishing partner, the growing national audience for Cogno games will help ensure our publisher's success, since we should have game distribution in over 1,000 stores by the end of 2006. Beginning in 2007, the success of the book series will, in turn, fuel even faster-growing consumer awareness and loyalty for all things Cogno."

The Cogno concept creates a rare opportunity to develop a character-driven franchise across multiple media formats. Therefore the approach to publishers will be coordinated alongside pitches to TV, film, home video, and gaming companies. Young Cogno fans will have multiple ways to engage in a "Galaxy of Fun" while their parents and teachers can rest assured that their children are learning science and how to think.

While he realizes that landing a major motion picture deal represents an even greater challenge than piloting near a black hole, that won't deter Montaldo. As we said, this intrepid author is well acquainted with making phenomenal things happen.

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