

CONTACT: Stuart Montaldo
Cogno Products
314-721-9199
montaldo@cogno.com



Greg Hoffmann
Hoffmann Consulting
941-320-3329
greg@hoffmannconsulting.com

COGNO[®] PRODUCTS ATTRACTS TOP LICENSING EXECUTIVE

***Greg Hoffmann inks deal to lead licensing and
take the multimedia kid's brand to next level***

ST. LOUIS --- (June 28, 2007) – The award-winning multimedia kid's brand, “Cogno” is making a name for itself among kids, parents and science teachers with its “Star Wars-Meets-Magic School Bus” approach to fun and learning. But licensing executive and retail industry veteran Greg Hoffmann thinks the brand has only scratched the surface.

Hoffmann, the former CEO and co-owner of Mary Engelbreit Studios, has become a shareholder in the company and will be its Executive Vice President, Brand Development. His role will include further building the brand and creating a comprehensive licensing strategy for it.

“In Cogno, I see potential that exists in very few early stage properties,” Hoffmann said. “It has extremely strong content, interesting characters with depth and great development potential, and crosses effortlessly between the home and school markets for children between ages 7 and 13. Most of all, it's fun!”

“I have watched this property grow and garner prestigious awards for several years,” Hoffmann added. “Now appears to be the best time to join the team to assist in building this exceptional brand.”

For 11 years, Hoffmann helped St. Louis artist Mary Engelbreit build a multimillion dollar multimedia company. In addition to his work with Cogno, he will continue operating Hoffmann Consulting, his brand management and licensing firm with offices in St. Louis and Florida (www.hoffmannconsulting.com).

“Attracting Greg Hoffmann is part of our corporate strategy to capitalize on a window of opportunity that is opening for the Cogno brand,” said Cogno founder and CEO Stuart Montaldo. “We are raising additional capital this year to position the brand for significant growth and licensing opportunities.”

In the Cogno world, intriguing characters from space — with names like Cogno, Phonica, Volo and Chrona — are the common thread linking games, books, syndicated content and related Cogno products. All are aimed at enabling kids and their families to have fun, while exploring and learning key concepts of science, math, and other subjects.

Partnerships with teachers just the beginning

Cogno's popularity in schools has grown in recent months since the introduction of Cogno's Challenge™, a weekly brain-stretching exercise for use in the classroom that the company distributes to thousands of educators in the U.S., Australia and New Zealand. "We currently reach over 175,000 children weekly, and we're adding 2,500 more each week," said Montaldo.

Another Cogno syndication effort, Cogno's Corner™, is distributed through newspapers around the U.S., and the company plans to launch a new syndicated service for classrooms in the fall.

"We're looking to Greg to help us create more new ways for kids to interact with Cogno characters as we build our brand and explore licensing opportunities," said Montaldo.

Hoffmann's addition follows the company's 2006 signing with Cathy Hemming of LevelFiveMedia, LLC, a media savvy literary agency, to represent the publishing rights for Cogno properties. Hemming was formerly the Group President of HarperCollins Publishing.

"Greg provides us with similar world-class talent and experience, but in the realm of brand development and licensing. He will help us take the Cogno brand to the next level."

St. Louis-based DoubleStar, LLC, the developer of Cogno, is owned by Montaldo and a group of private investors. Since introducing the first Cogno game nationally in 2004, the product line has grown to three games, two books and content syndications that are widely distributed in the United States, Australia and New Zealand. Together, the products have garnered 23 national awards.

Hoffmann Consulting, a brand management and licensing firm with offices in St. Louis and Longboat Key, Florida, works with new and established properties to strategically plan for growth and expansion.

###