



FOR IMMEDIATE RELEASE

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Kingka Matching and Memory Game
a FUN board game that makes learning Chinese a breeze,
Wins Preferred Choice Award from Creative Child Magazine

(Teaneck, NJ) – Kingka Matching and Memory Game did it again!

Creative Child Magazine has recognized Kingka with the PREFERRED CHOICE AWARD: Matching Memory Game category, Game of the Year Finalist.

Creative Child Magazine is a national magazine that provides parents with information to nurture children's creativity. Each year, sample products are submitted to Creative Child Magazine, assigned a category and classified by age group. A panel of judges which include child psychologists and educators monitor a pre-selected group of children whose ages correspond to the products that were submitted. The panel then rated each product. Scored values were then assigned, and certain toys were determined to be a finalist for Toy of the Year based on their individual score.

Kingka is the first board game invented in the U.S. that uses Chinese characters as its key element. The uniquely designed Kingka Matching and Memory Game incorporates a multi-level game rule that guarantees players of all ages will acquire knowledge of 54 basic Chinese characters after winning the game. Players will also be able to construct up to 56 phrases and sentences.

With China's growing economy and increasing global influence, Mandarin Chinese has become the new must-learn language, according to Cable News Network (CNN). More and more business people are learning Chinese, but also an increasing number of global-minded parents around the world are encouraging their children to learn Chinese as a second language. **Howard Schultz**, CEO of Starbucks told The Seattle Times in 2005 "If my kids were of very young ages today, I would be asking them, and encouraging them, to learn Chinese."

"Most people still consider Mandarin a difficult language, but I think that Kingka will change that perception," said Sholeen Lou-Hsiao, the creator of the Kingka game. Kingka is based on Bingo and uses matching and the "excelling oneself" nature of a memory game to encourage effective learning. "The best thing about this game is that it takes away the fear people have of learning Chinese," according to Lou-Hsiao. "Almost everyone who has played the game has said they never thought learning Chinese could be so easy and fun."

Lou-Hsiao invented the game for her son after she discovered research indicating that children's IQ scores improved five points after learning Chinese characters, and that the best age to start learning languages formally may be as young as two years old.

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Specially designed for non-native speakers to teach or practice Chinese with their children or grandchildren, Kingka is a good brain exercise for all ages. According to Science News (April 30, 2005), learning Chinese characters helps develop the so-called "Right brain" which involves vision, but it is not used when reading English. With more and more Baby Boomers seeking brain exercise to ward off Alzheimer's, Sholeen believes Baby Boomer grandparents could benefit from Kingka in three ways: exercising their brains and their grandchildren's; learning the hottest second-language in the world; and having a good time with their grandchildren at the same time.

Kingka is available at www.KingkaGames.com and other specialty stores. Kingka is also available in Canada through its Canadian distributor—www.Kingkacanada.com

For further information on Kingka and its extension products, please call Sholeen Lou-Hsiao at (347) 584-4747 or email to sholeen@KingkaGames.com.