



FOR IMMEDIATE RELEASE

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Kingka Matching and Memory Game
a FUN board game that makes learning Chinese a breeze,
Was awarded the prestigious Dr. Toy's Best Products 2007 Award

(Teaneck, NJ) – Kingka Matching and Memory Game is on a winning streak!

Dr. Toy and the Institute for Childhood Resources awarded Kingka as winner of the Dr. Toy's Best Products Resource Program Summer 2007.

Dr. Toy is the ONLY program offered FREE to consumers (now in its 16th year) that focuses on unique, high quality, educational, creative, and active products. In cooperation with the Institute for Childhood Resources, established in 1975, parents and professionals are provided with the latest information on toys, books, games, tapes, puzzles, high tech and many special educational, creative and other developmentally appropriate children's products.

"Kingka joins others who are "cutting edge" companies, providing the most innovative products for children of all ages. This award represents a lot of hard work to identify not only the most valuable current products from among many excellent products we consider, but those that also offer extra value and diversity," according to Dr. Toy.

Dr. Toy's Reviewer, David Niecikowski, MAED/CI, who is an expert on using games to increase academic and social achievement said, "Kingka is a unique supplement for parents and educators who are looking for a fun tool to learn and practice beginning Chinese with 1 to 6 learners or more, if grouped in teams. Learning Chinese is a worthy goal when considering that more than 1 in 6 people in the world is Chinese."

Kingka is the first board game invented in the U.S. that uses Chinese characters as its key element. It is a matching and memory game using pictographic Chinese characters as its key element for image processing and spatial perception stimulation. Research shows that these pictographic characters can exercise the "right brain regions" that helps stimulate the visual perception.

Kingka is based on Bingo and uses matching and the "excelling oneself" nature of memory games to encourage effective learning. It incorporates a multi-level game rule that helps players of all ages acquire knowledge of 54 basic Chinese characters. Players can create up to 56 new words/phrases and become proficient in numbering objects from 1-99 from these 54 basic characters. Kingka is easy to use, fun to play, and packaged with the added value of learning a second language.

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This is an interactive board game which busts the myth that learning Chinese is too difficult. Its goal is to make learning Chinese fun and easy so that players are intrigued to learn more. Players can also learn at their own paces. Kingka is specially designed for non-native speakers to teach or practice Chinese with their children. It is a good brain exercise for age 3 and up and the entire family. Grandparents can have just as much fun when they are babysitting grandchildren after school or during their visits. Kingka can also be used in schools. After preschoolers and toddlers master the shapes of circle, triangle and square, they are ready for the Kingka challenge. Chinese is currently the "it" language to be added to the middle and high school curriculum. Some elite preschools have already added the Chinese language to their curriculum in major metropolitan areas.

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.