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Video link: <http://kingkagames.com/video/montessori.wmv>

**Preschools use Kingka Matching and Memory Game
An Early Childhood Developmental Puzzle
Made in USA**

(Teaneck, NJ) – Kingka Matching and Memory Game is the first educational board game invented and manufactured in the USA that uses Chinese characters as its key element. Awarded by Dr. Toy, Creative Child Magazine and iParenting Media, this high quality Kingka game is now being used in their classrooms by many leading preschools such as:

DOT Child Development Center, Washington DC
Dream Builders Academy, New Jersey
Grandma's House Day Care Centers, Wisconsin
Farth Child Care & Nursery School, New York
Kamehameha Schools, Hawaii
Montessori Early Learning Center, New Jersey
Montessori World Preschool & Kindergarten, Canada
The University of New Mexico Children's Campus for Early Care and Education, New Mexico
Vick Early Childhood & Family Center, Illinois
Wee Care Children Center, Illinois

The uniquely designed Kingka Matching and Memory Game is a multi-purpose toy that can stimulate children's spatial perception after mastering the identification of a circle, a square and a triangle. It also exercises visual discrimination, memorization, concentration, fine motor skills and teaches the hottest second language, Chinese.

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 businesspeople 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 and help take away the fear of learning Chinese", said Sholeen Lou-Hsiao, the creator of the Kingka game. She also states that most of those who have played the game never realized that learning Chinese characters could be so easy and fun. Kingka is based on Bingo and uses matching, and the concept of "excelling oneself" of a memory game, to encourage effective learning.

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.

"I tried everything on the market to teach him and nothing worked", Lou-Hsiao said. "He is a very difficult child to teach because he is extremely impatient, so I knew I had to create something unique and playful to spark his interest".

Specially designed for non-native speakers to teach or practice Chinese with their children or grandchildren, playing Kingka is 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 is not used when reading alphabetical languages.

With more and more Baby Boomers seeking brain exercises to ward off Alzheimer's disease, Sholeen believes Baby Boomer grandparents can benefit from Kingka in three ways at the same time: exercising their own brains as well as those of their grandchildren, learning the hottest second-language in the world, and having fun with their families.

Kingka's manufacturer suggested retail price is \$29.99. For further information on Kingka and its extension products, please call at (347) 584-4747 or send an e-mail to: retail@KingkaGames.com.

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