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Educational Insights Expands Slate of Brain-Boosting Games™

*New Entries Feature Princesses, Pirates,
Mummies, and High-Flying Hijinks*

RANCHO DOMINGUEZ, Calif., February 17, 2008 – As the impact of game play on learning is increasingly acknowledged, and the demand for brain-boosting games has grown, Educational Insights has added several new titles to its successful line of Single-Player Brain-Boosting, Games™. The newest entries in this series include Royal Rescue™. Pirates UNDERCOVER™, Maze Ways Mummy Mystery™, and Air Traffic Control Tower.

“A growing body of evidence attests to the learning benefits that accrue from game play,” said Mark Mallardi, Vice President of Marketing at Educational Insights. “The new games we’re introducing this year offer fun and challenging ways of developing logical thinking skills and spatial reasoning abilities, for young and old alike.”

Each of these brain-boosting games can be played at four difficulty levels, across 48 different challenges. In addition, they’re compact and most include convenient storage cases for the game pieces, making them ideal for home, school, or anywhere you choose to build your brain!

Royal Rescue (Ages 5 and Up)

This beautifully crafted 3-D wooden puzzle challenges you to assemble the blocks, step by step and tower by tower, to create a path for the royals to reunite. With simple puzzles for inexperienced builders, to complex puzzles that challenge skilled architects, Royal Rescue is designed to stretch a player’s logical thinking skills and spatial reasoning abilities. In half of the puzzles, the princess even saves the knight! Includes 11 wooden pieces, color booklet with 48 challenges, and instruction guide. EI-2956 MSRP \$22.99

(more)

Pirates UNDERCOVER (Ages 5 and Up)

In this swashbuckling puzzle game, discover a treasure trove of logical reasoning as you hide and reveal pirates, ships, and secret riches on the high seas. *Arrr* you ready to arrange the four island pieces on the game board so that only specific images remain uncovered? With hundreds of possible combinations, but only one solution per challenge, it's a thrilling adventure for puzzlers of all ages. EI-2949 MSRP \$19.99

MAZE WAYS Mummy Mystery (Ages 6 and up)

Find your way through this mysterious land as you travel the brain-teasing, logical-thinking paths of Maze Ways Mummy Mystery! Arrange the nine tiles to build connecting paths between the icons pictured on the challenge. But watch out for that wandering mummy and those secret underground passages! With 48 unique challenges and thousands of puzzling possibilities, these fun games will aMAZE young and old alike! EI-2955 MSRP \$19.99

Air Traffic Control Tower (Ages 8 & Up)

As an air traffic controller, you're in control of each plane's position—on the runway or in the air! Guide each plane along a safe route by arranging the six transparent puzzle pieces on the challenge cards. Pilots are depending on you—are you up for the mission? Higher thinking skills soar as you solve 48 challenging puzzles with four levels of difficulty. Time flies with this multi-leveled, brain-building game! EI-2948 MSRP \$19.99

About Educational Insights

Educational Insights, Inc., a subsidiary of Learning Resources, has, for over 40 years, brought to market award-winning educational products that engage, entertain, and educate. The design and development of the company's products is spearheaded by an editorial team of seasoned, professional educators. This, coupled with the fact that the company's products are in use in virtually every elementary school throughout the nation, insures the highest design and instructional integrity in all the company's offerings. The company's product lines include educational toys and games, test prep systems, classroom resources, and electronic learning aids. Educational Insights' products are available through specialty toy stores, teacher supply stores, and educational dealers everywhere.

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