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Educational Insights Expands Strategy and Family Game Offerings

New Entries Feature Goofballs, Giants, Storms, and Spins

RANCHO DOMINGUEZ, Calif., February 17, 2008 – Educational Insights, a leading provider of award-winning and critically acclaimed Strategy and Family Games, has launched several new family-friendly board games. They include Goofball Rally™, Giant Blokus®, GeoSafari® Spin USA™, and Word Storm™.

“As a leader in the Strategy and Family Game markets, we’ve consistently brought to market games that are innovative, challenging, and fun for players of all ages,” said Mark Mallardi, Vice President of Marketing at Educational Insights. “In keeping with this tradition, this year we’ve introduced four new games that are highly entertaining, appeal to a broad age spectrum, and encourage continuous learning through challenging and varied game play.”

Goofball Rally (Ages 5 and Up)

In this head-to-head color-matching game, each player has ten different colored goofballs. Players place their goofballs on the starting line, in any color order. Between the two players is a game card. The game begins when the card is turned over, showing the winning order of the goofballs. Players begin pushing their goofballs one-by-one down the winding tracks. The object is to be the first player to get all of your goofballs across the finish line in the correct color order. Includes plastic Goofball Rally Stadium, 20 goofballs in ten bright colors, and ten game cards. This two-player game reinforces color recognition and hand-eye coordination. EI-2905 MSRP \$29.99

(more)

Giant Blokus (Ages 5 and Up)

Every move counts in this giant version of the classic strategy game, Blokus! The ultimate coffee table game, Giant Blokus is BIG fun for the entire family! Includes 96 oversized, transparent game pieces in four colors, giant 400-square-inch game board, instructions, and storage tray. Enjoy big fun at home, school, or anywhere people gather for exciting, challenging game play. Perfect for generating attention as a retail display! Game board measures 21" x 21". For two to four players. EI-2971 MSRP \$169.99

Word Storm (Ages 8 and Up)

Word Storm is the tile-grabbing, crossword-style race game that will have word makers of all ages on cloud nine! EVERYONE plays at the same time, building words vertically and horizontally, using letters drawn from the pile. PLUS, as their crosswords grow, players may REARRANGE them at any time! Think fast – the first player to correctly complete a crossword wins. Word Storm teaches word formation, problem solving, and strategic thinking. Includes 100 letter and “wild” tiles, game board, score pad, and instruction guide. For two to eight players. EI-2916 MSRP \$29.99

GeoSafari Spin USA (Ages 8 and Up)

Spin USA is a fun, effective way for children to sharpen U.S. geography skills. Press the spin-timer, read your clue (Capital: Sacramento), and find the correct state (California) before time runs out. Answers appear on the reverse side of each clue card so the game is self-checking. Aligned to school curriculum standards, this game is great for test preparation. Includes spin-timer (combination spinner and countdown timer), four USA map game boards, 100 state and capital cards, and 28 pegs in four colors. For two to four players. EI-3159 MSRP \$29.99

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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