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Mentor InterActive Introduces Special POP Displays for Its Successful ThinkSmart™ Games Line-up

Stand alone displays bring quality "edutainment" Nintendo DS titles to retailers of all sizes

ThinkSMART™ Games, Cosmos Chaos™ and My Reading Tutor™ Available for the Nintendo DS and Wii Consoles- promote learning, skill building and creative thinking

BOULDER, CO (February 2011) – **Mentor Interactive®**- the company that merges entertainment, education and technology-creates a new games label called **thinkSmart™ games** addressing the demand and interest in quality gaming experiences. These video games not only entertain children, but also aid in their reading, vocabulary, math, and logical thinking skills. Kids will be able to build skills that will last them a lifetime!

What makes a video game **thinkSmart**, is a game that is not only fun but challenging, requires creative thinking and problem solving. It is also entertaining and engaging as well as age appropriate for kids, teens and adults. The game must be fun to play and have an established brand and game play heritage.

“The growing interest in our **thinkSmart** games series from parents encouraged us to expand our lineup and create a display that will make these quality game experiences easier to find wherever video games are sold.” said Brian Kohn, President and CEO of **Mentor InterActive, Inc.** “We also wanted to make our games more accessible for education oriented and smaller toy stores as well as their customers.”

Here is our lineup of thinkSmart Games:

thinkSMART Games

Based on the challenging and successful brain teasers and puzzlers from Ravensburger, the renowned game and puzzle company, **thinkSMART games for Nintendo DS™** offer a great variety of brain teasers, beaters, puzzlers and mental challenges for all ages, while the

thinkSMART Family for Wii™ also adds physical challenges that the entire family can play together.

- **Kids thinkSMART 8+UP for Nintendo DS (8+ UP):** A fun and fast-paced collection of stimulating and brain twisting puzzlers that challenge players to improve their brain power.
- **thinkSMART for Nintendo DS:** Think outside the box and improve your mental fitness! This original brain training program challenges older player's thinking skills in imaginative and creative ways.
- **thinkSMART Family for Wii:** This original brain and physical training program is specially designed for the entire family to play, as each player goes head-to-head at their own level.

The **thinkSMART** games are available now at mass and specialty retailers throughout North America. Suggested Retail Price for Kids **thinkSMART** and **thinkSMART** for the Nintendo DS is \$19.99 and the SRP for Family thinkSMART for Wii is \$19.99. The **thinkSMART** games are rated E (Everyone) by the ESRB.

Cosmos Chaos!™ for the Nintendo DS.

Cosmos Chaos! is an exciting role-playing adventure game that was designed specifically to take full advantage of the Nintendo DS and to help 4th to 7th grade readers develop vocabulary skills through an innovative mix of action-filled play and storytelling. The game itself is the result of the collaboration of a video game “dream team” comprised of experienced video game designers, kids programming creators and leading experts in the fields of reading, education and technology. The finished game has been tested by a wide variety of students, and has delivered on its promise of exciting interaction and education.

Cosmos Chaos! for the Nintendo DS is available at mass and specialty retailers throughout North America for a suggested retail price of \$29.99. **Cosmos Chaos** is rated E (Everyone) by the ESRB.

My Reading Tutor

Based on the success of the original My Virtual Tutor: Reading developed at the Center for Computational Language and Education Research at the University of Colorado, **My Reading Tutor** Kindergarten to 2nd Grade Learning Progression enforces reading skills and creative thinking and helps children build confidence to become independent readers.

- Instructions from the Tutor introduce and explain each phonics concept.
- Games, quizzes, word puzzles and precise examples from each unit are used as part of the phonics and game exercises.
- There are 14 Complete Story Books to read, with comprehension quizzes to help ensure that children are not only reading, but also remember and understand what they read.
- Each concept is represented by its own train station with its own station master mascot. Once a concept is completed players can travel to the next station, providing a continual sense of progression and achievement.

My Reading Tutor for the Nintendo DS is available at mass and specialty retailers throughout North America for a suggested retail price of \$19.99. **My Reading Tutor** is rated E (Everyone) by the ESRB.

Upcoming releases from Mentor Interactive under the **thinkSmart** banner are: **Scotland Yard-** a great turn based strategy board game for the entire family on the Nintendo DS platform;

Labyrinth- a Nintendo DS version of the a popular puzzle board game for all ages and ***Crazy Machines***- a funny and genius puzzle game which provides loads of fun and challenging game-modes for single and multiplayer fun on Wii! You can learn more about these games and the current ones at www.thinksmartgames.com.

For shots, or package fronts, please contact Elena Magg at 973.744.0707 or Elena.Magg@bhgpr.com

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About Mentor InterActive, Inc.

Mentor InterActive Inc. based in Boulder, CO was founded in 2004 by faculty members of the Center for Computational Language and Education Research (known at that time as the Center for Spoken Language Research) at the University of Colorado at Boulder. Mentor InterActive publishes and markets interactive software based on the proven Foundations to Literacy reading program, developed at CLEAR through a license granted by the University of Colorado Technology Transfer Office. Mentor also holds licenses from the University of Colorado for speech recognition and facial animation technologies. Mentor InterActive holds a license to develop for Nintendo DS™ and Wii™. The company's management team brings decades of business development and marketing experience to the production process. Mentor InterActive was named the 2009 Physical Science/Engineering/IT Company of the Year by the University of Colorado Technology Transfer Office.