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Contact: Sholeen Lou-Hsiao
(347) 584-4747

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Sholeen@KingkaGames.com

**Kingka Matching and Memory Game
a FUN board game that makes learning Chinese a breeze,
is A Celebrated Winner of the iParenting Media Award**

(Teaneck, NJ) – Kingka Matching and Memory Game has recently been awarded the “2007 Excellent Products” by iParenting Media Award. Kingka is the first board game invented in the U.S. that uses Chinese characters as its key element. The uniquely designed Kingka Matching and Memory Game incorporates a multi-level game rule that guarantees players of all ages will acquire knowledge of 54 basic Chinese characters after winning the game.

The evaluation process created by the iParenting Media Awards program is so thorough it has attained ISO 9001:2000 Certification from the International Organization for Standardization (ISO). ISO is the world's largest developer of standardization regulations, and ISO 9001:2000 is an internationally recognized standard of quality assurance. Only a fraction of the companies that attempt this certification achieve it.

The iParenting Media Awards program is proud to thoroughly review products and then recognize only the best ones in the marketplace and share them with our audience," says Alvin All, Chief Executive Officer of iParenting Media. "During our Excellent Products Call for Entry, we reviewed many interesting items, but only the ones that exceeded our high evaluation standards earned the iParenting Media Award."

To be considered for an award, each company submitted four identical samples of each product, which were then precisely matched within iParenting's database of hundreds of experienced reviewers using iParenting's state-of-the-art technology. An expert, a childcare setting and a family reviewed the products and submitted a thorough evaluation of each item. Results were compiled and submitted to the iParenting Media

Executive Committee for final approval. The end result of this comprehensive process is a list of award-winning products families can feel confident in purchasing for their loved ones.

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 business people 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," said Sholeen Lou-Hsiao, the creator of the Kingka game. Kingka is based on Bingo and uses matching and excelling oneself nature of a memory game to encourage effective learning.

"The best thing about this game is that it takes away the fear people have of learning Chinese," according to Lou-Hsiao. "Almost everyone who has played the game has said they never thought learning Chinese could be so easy and fun."

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. Learning logographic Chinese writing system stimulates spatial perception, according to Professor Andreas Demetriou of Department of Educational Sciences at University of Cyprus.

"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, Kingka is a 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 English.

With more and more Baby Boomers seeking brain exercise to ward off Alzheimer's, Sholeen believes Baby Boomer grandparents could benefit from Kingka in three ways: exercising their brains and their grandchildren's; learning the hottest

second-language in the world; and having a good time with their grandchildren at the same time.

Kingka is now available at www.KingkaGames.com and other specialty stores. For further information on Kingka and its extension products, please call Sholeen Lou-Hsiao at (347) 584-4747 or email to sholeen@KingkaGames.com.

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Feedback from iParenting Media Awards' Reviewers

The game is being enjoyed by all the kids. It's a memory game they like and learning the Chinese words was fun!

I think that this is a great learning toy for a child that likes to be intellectually challenged. I also think this is a great game for the older children are interested in other languages.

I loved the idea of marrying the traditional matching concept with a newer concept of Chinese symbols. I really liked introducing a new language - one that I would not have chosen on my own or been too intimidated to choose. It was fun to work and learn together with my children. Thank you!