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CAT IN THE HAT, I CAN DO THAT!™ GAME WINS TOP MARKS FROM PARENTS, KIDS, TEACHERS, CHILD DEVELOPMENT SPECIALIST, AND TOY INDUSTRY EXPERTS

Cat in the Hat, I Can Do That! Game Wins Industry's Most Highly-Respected Awards

Seattle, WA (November 8, 2007) – I Can Do That! Games™, a Seattle-based game company, today announced that its Cat in the Hat, I Can Do That!™ Game has won the industry's most highly-coveted honors—a Parents' Choice Gold award, an Oppenheim Toy Portfolio Lead-Free Platinum award, a Toy Wishes FAB FIVE award, and Dr. Toy "10 Best Creative Products" and "100 Best Children's Products" awards—making it a hands-down favorite for holiday gift givers this season.

The Cat in the Hat, I Can Do That! Game won a coveted FAB FIVE award from the editors of Toy Wishes Magazine, honoring the top five "technology-free" toys for the holiday season. In a world where face-to-face family time is increasingly rare, playing great games together is more important than ever.

"I Can Do That! Games products are among the most exciting new games we've seen in a long time. The games are beautifully designed and produced, deliver extraordinary play value and engage kids socially, physically and creatively," says independent toy analyst Chris Byrne, aka The Toy Guy®. "Yet, what's truly breakthrough about these games is how they surpass traditional licensed games and perfectly capture the spirit of classic Dr. Seuss stories, from the whimsical fun to the more subtle, positive social messages that have made the books such beloved classics."

Parents' Choice Awards bestowed its highest honor—a Gold Award—on Cat in the Hat, I Can Do That!, making 'Cat' the only Gold winner in the games category. One of the most highly-respected children's media award programs in the U.S., Parents' Choice awards are selected by a panel of educators, scientists, performing artists, librarians, parents, and kids.

"Fresh, fun, and inviting, 'I Can Do That' is about accomplishment," said Claire Green, President of Parents' Choice Foundation. "For each of us, discovering new things we can do is energizing. For youngsters, accomplishment is essential to learning. 'See what I made today?' and 'I read this myself!' are the cornerstones that make this game a Parents' Choice Gold Award winner."

What's more, the Cat in the Hat, I Can Do That! Game received an Oppenheim Toy Portfolio Lead-Free Platinum Toy Award this week, from the award program renowned by parents for highlighting children's products that are developmentally appropriate, innovative, and fun. For the first time ever, Platinum Award winners were not only kid-tested by families across the nation, but were also tested and determined to be lead-free by an independent lab.

"The Cat In the Hat, I Can Do That! Game was selected as an Oppenheim Toy Portfolio Platinum Award winner because it is an example of a wonderfully interactive game that our testers loved playing with their parents!" said Stephanie Oppenheim, publisher and CEO of the Oppenheim Toy Portfolio. "There's reading, memory, and lots of fun built into this entertaining game for kids 4-8."

In addition, Cat in the Hat, I Can Do That won "10 Best Creative Products" and "100 Best Children's Products" awards from the Dr. Toy Award program.

THE CAT IN THE HAT, I CAN DO THAT! (Ages 4 – 8)

The high-energy game that combines balancing, jumping, sliding, giggling, and more to celebrate your child's "I Can Do That" attitude

Jump into the fun and discover all the new things you can do! Can you limbo under the trick-a-ma-stick... while balancing the fish...on your stomach?! There are hundreds of hilarious possibilities. The player who earns the most stars wins. The Cat in the Hat, I Can Do That! Game offers hours of out-of-your-seat fun while encouraging reading development, physical activity, and memory skills.

MSRP: \$ 19.99; Available: at Toys"R"Us stores nationwide and at www.Toysrus.com.

I CAN DO THAT GAMES:

I Can Do That! Games™ foster self-confidence by giving kids a chance to discover what they can do. The games get kids up and out of their seats—running, jumping, balancing, hopping, sliding, singing and laughing. Inspired by classic Dr. Seuss stories, the Grinch, Horton, and the Cat in the Hat leap out of book pages and into living rooms—offering families a whole new way to enjoy some of the most beloved children's stories of all times.

I Can Do That! Games is the brain-child of founder Jacobe Chrisman, the former head of product development for Cranium who has a multitude of industry accolades under his belt—including a Toy Industry Association Game of the Year award. In partnership with Forrest-Pruzan Creative, a leading invention studio that has produced dozens of hit games for top consumer brands, I Can Do That! Games will introduce three original games this holiday season, based on popular Dr. Seuss stories: *The Grinch, Sing Your Heart Out! Game; Horton Hears a Who, You to the Rescue! Game; and The Cat in the Hat, I Can Do That! Game.*

To learn more about I Can Do That! Games, visit www.icandothatgames.com.

I Can Do That! Games can be found at Toys"R"Us stores nationwide and at www.Toysrus.com.

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About I Can Do That! Games™:

I Can Do That! Games™ foster self-confidence by giving kids a chance to discover what they can do. Through decades of research, years of award-winning inventions, and thousands of play-tests, the toy and game industry veterans at I Can Do That! Games have mastered the art of making incredibly fun, high-quality play experiences for kids and their families.

Founded in 2007, the Seattle-based game company has already won some of the industry's top honors, including a Toy Wishes FAB FIVE award, a Toy Wishes ALL STAR award, Parents' Choice "Gold" and "Approved" Awards, Oppenheim Toy Portfolio "Platinum" and "Gold" Awards, and Dr. Toy "100 Best Children's Products" and "10 Best Creative Products" Awards.

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