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**I CAN DO THAT! GAMES™ DEBUTS THREE GROUND-BREAKING NEW GAMES FOR KIDS,
BASED ON CLASSIC DR. SEUSS STORIES**

*Award-Winning Game Developer Leverages Strategic Partnerships with Dr. Seuss Enterprises and
Toys"R"Us to Roll Out Innovative New Games Brand*

*I Can Do That! Games Wins Coveted "FAB FIVE" Award, Honoring Five Best "Technology-Free" Toys of
the Holiday Season*

Seattle, WA (October 2, 2007) – I Can Do That! Games™, a newly-founded Seattle-based game company, today announced that it will debut three innovative new games for kids this holiday season, all based on best-selling Dr. Seuss children's books. The game launch kicks off an exclusive agreement with Dr. Seuss Enterprises for licensing rights to the entire library of Dr. Seuss titles, as well as an exclusive retail distribution agreement with Toys"R"Us, where games will be sold nationwide and online beginning this month.

At the Toy Wishes Holiday Preview Event held at Jacob Javits Center in Manhattan earlier this morning, I Can Do That! Games won a coveted FAB FIVE award, one of the industry's most esteemed honors, for *The Cat in the Hat, I Can Do That! Game*. The FAB FIVE awards, honoring the top five "technology-free" toys for the holiday season, were announced today by the editors of Toy Wishes Magazine.

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*.

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, sliding, singing, and laughing—with original game play experiences that follow Dr. Seuss storylines. Seuss characters and artwork leap straight out of book pages and into living rooms. For the first time ever, children can immerse themselves in these beloved Dr. Seuss stories, where the whimsical world of Seuss comes alive through beautifully rendered game pieces.

"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."

In addition to the FAB FIVE award, the company has already won many of the industry's most prestigious accolades—including an Oppenheim Toy Portfolio Gold award, a Toy Wishes ALL STAR award, and Dr. Toy "100 Best Children's Products" and "10 Best Creative Products" awards.

"I Can Do That! Games give kids a chance to discover what they can do—which contributes to a positive self-image," said Jacobe Chrisman, CEO and founder. "We are passionate about creating high-quality game

experiences for kids. And in a world where face-to-face family time is becoming increasingly rare—we believe that playing games together is more important now than ever.”

I Can Do That! Games will debut this month through an exclusive national retail partnership with Toys“R”Us. The company will also participate in upcoming Random House sponsored-consumer promotions during the holiday season. With exclusive rights to all titles in the Dr. Seuss library of books, I Can Do That! Games is just beginning to tap the creative potential of the Dr. Seuss license, offering kids and their parents a whole new way to experience some of the most beloved children’s stories of all times.

GRINCH, SING YOUR HEART OUT! (Ages 5 to adult)

The game of team-work, singing and surprising sleigh-rides

The Grinch is out to steal the Whos’ gifts—but your family can save the day. Only **your singing** will warm the Grinch’s heart and bring his sleigh full of stolen gifts speeding down Mt. Crumpit and back to Who-ville. The game’s innovative *electronic singing detector* actually knows when you and your family are singing your hearts out. Collect all 12 Who tiles and matching gifts, and your team wins! Fosters cooperative play and gets the whole family singing together.

MSRP: \$24.99; Available: at Toys“R”Us stores nationwide and at www.Toysrus.com.

HORTON HEARS A WHO, YOU TO THE RESCUE! (Ages 4 – 8)

The jump-up-and-go silly search game

Go on a wild adventure to save the Whos! Put on the Horton hat and race all over the house to find the hidden clovers where the tiny Whos live. Pick them up with your trunk—then hurry back before the time runs out! The player who rescues the most Whos is the winner. Horton Hears a Who, You to the Rescue! provides loads of active, jump-up-and-down fun while encouraging cooperative play, physical activity, and memory skills.

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

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.

To learn more about I Can Do That! Games, visit www.icandothatgames.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, an Oppenheim Portfolio Gold award, and Dr. Toy “100 Best Children’s Products” and “10 Best Creative Products” awards.

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

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

Dr. Seuss Enterprises was founded in 1993 by Dr. Seuss’s widow, Audrey Geisel, in order to maintain the integrity of the original Dr. Seuss books, characters, and their invaluable contribution to children’s literacy. The company actively works to ensure that the books and characters maintain their original look and personalities for future generations. Dr. Seuss Enterprises is located in La Jolla, California.