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I CAN DO THAT! GAMES™ WINS TOY WISHES HOLIDAY ALL STAR AWARD

*Award-Winning Company Unveils New Games, All Under \$20,
For Great Play Value Well Beyond the Holiday Season*

Seattle, WA (October 7, 2008) – I Can Do That! Games™, a Seattle-based game company dedicated to helping kids discover what they can do, today announced that it has won a Toy Wishes ALL STAR Award for Green Eggs & Ham Speedy Diner™ Game, a fast-paced get-up-and-go game that challenges kids ages 4-8 to help Sam-I-Am serve up green eggs and ham and other silly foods. The game gets kids up and running, while fostering social interaction and creative play.

“What we love about Green Eggs & Ham Speedy Diner Game is that it encourages physical activity while also providing great opportunities for social engagement,” said Wendy Smolen, Editorial Director of Toy Wishes magazine. “But most important—it’s really fun.”

I Can Do That! Games products foster self-confidence by giving kids a chance to discover what they can do. This year’s holiday line-up provides fun for the whole family: Preschool games get kids up and out of their seats—running, jumping, balancing, hopping, sliding, hiding and laughing, while family games provide great opportunities for quality time and connection. Inspired by classic Dr. Seuss stories, favorite characters 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.

GREAT PRESCHOOL GAMES THAT GET KIDS MOVING - ALL UNDER \$20

Green Eggs and Ham Speedy Diner!™ Game

The Fast-Paced Frenetically Fun Food Game!

Sam-I-Am has opened a diner, and there’s more than green eggs and ham on the menu! In this fast-action game inspired by the classic Dr. Seuss story, preschoolers dash about to help Sam serve up a host of silly foods—like purple pickles, pink pancakes, and blue bananas. Colors, counting, shapes, matching, and more come in to play in this get-up-and-go game that’s tons of fun!

Ages 4-8; MSRP \$19.99; Available exclusively at Toys“R”Us and toysrus.com

The Cat in the Hat I Can Do That!™ Game

The high-energy game that celebrates 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 in this delightful game based on the classic Dr. Seuss story. Encourages reading development, physical activity, and memory skills.

Ages 4-8; MSRP \$19.99; Available nationwide at mass and specialty outlets.

Horton Hears a Who You to the Rescue!™ Game

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. Pick them up with your trunk—then hurry back before the time runs out! Provides hours of active, out-of-your-seat fun while encouraging cooperative play, physical activity, and memory skills.

Ages 4-8; MSRP \$19.99; Available nationwide at mass and specialty outlets.

FUN FOR THE WHOLE FAMILY:

Oh, the Places You'll Go! The Game

The Future is Full of Exciting Possibilities!

Go on a wild adventure through life's twisty-turns to discover a world of future possibilities. Will you climb Mt. Kilimanjaro? Be a world-famous drummer? Direct a movie? Along the way, find out how well you really know your friends and family by trying to guess what future paths they will choose!

Ages 8-adult; MSRP \$19.99; Available nationwide at mass and specialty outlets.

SANTA'S FAVORITE STOCKING STUFFER:

Oh the "Wondrous" Places You'll Go! Travel Cards

Start Imaging Your Wondrous Journey!

Flip through stunning photography, unbelievable facts, and brain-twisting trivia about 51 ½ wondrous places you can go around the globe—from the Baobab Alley in Madagascar to the Giant's Causeway in Northern Ireland. Easy to store and tote, this game is perfect for road trips, air travel, rainy days, or any time your family is craving a little excitement! One of Santa's favorite stocking stuffers.

Ages 8-adult; MSRP \$12.99; Available nationwide at mass and specialty outlets.

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, a National Parenting Center Seal of Approval, iParenting Media awards, and Dr. Toy "100 Best Children's Products" and "10 Best Creative Products" awards. The company was named a finalist for the Toy Industry's 2008 Toy of the Year (T.O.T.Y.) award in the games category.

I Can Do That! Games can be found at Toys "R" Us stores nationwide and at www.Toysrus.com. Beginning in Fall, 2008, the company's games can be found nationwide at Toys "R" Us, Target, Barnes & Noble, and Borders outlets, and at Specialty retailers across the country.

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.