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NEW CURIOUS GEORGE™ PRESCHOOL GAMES WIN TWO IPARENTING MEDIA AWARDS

Seattle, WA (July 7, 2009) – I Can Do That! Games™, an award-winning Seattle-based game company that fosters self-confidence by helping kids discover what they can do, has won two iParenting Media awards for its innovative new line of preschool games, starring everybody’s favorite monkey, Curious George. Award winners included Curious George Hide & Seek Zoo Game and Curious George Discovery Beach Game. The games retail for under \$20 each, offering great affordability and lasting play value for the whole family, and are developed through a licensing agreement with Universal Partnerships & Licensing.

“Whether parents are looking for a silly, active game to entertain their kids on a rainy day, a fun memory game that provides great quality time for parent and child, or an engaging family game night experience, they will find something to love in our new line of Curious George games,” said Jacobe Chrisman, the company’s founder and CEO.

Curious George Hide & Seek Zoo Game is the game of hiding, seeking, and zoo keeping fun. In this game, kids are sent on exciting missions all over the zoo to feed and care for the animals. When the man with the yellow hat radios in to say “THE ANIMALS HAVE ESCAPED,” players don their animal masks and hide. The person with the “walkie talkie” must find them before time runs out! Great for indoor or outdoor play, Curious George Hide & Seek Zoo game is designed for children ages 4-8. The game is available at Target and Target.com and retails for \$19.99.

Curious George Discovery Beach Game takes kids on a seaside adventure to uncover colorful treasures hidden below five secret beach locations. But watch out for waves! When the game spinner lands on a wave, shake the box and the treasures will slide and hide in new locations. This game, for children ages 3-8, reinforces memory and matching skills and provides great quality play time for parent and child together. Curious George Discovery Beach Game is available at Target and Target.com and retails for \$16.99.

I Can Do That! Games foster positive self-esteem by helping kids discover what they can do. Favorite characters from Dr. Seuss, Curious George, and Richard Scarry come to life through innovative game play experiences that engage kids physically, socially, and creatively.

To see our full line of games, visit www.icandothatgames.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. Favorite Dr. Seuss, Curious George and Richard Scarry characters come to life—challenging kids to run, slide, hide, seek, sort, explore—and more! By engaging kids physically, socially, and creatively, I Can Do That! Games provide endless hours of fun for the whole family.

Founded in 2007 by Jacobe Chrisman, the Seattle-based game company has already won some of the industry's top honors, including a Parents' Choice Gold award, Oppenheim Toy Portfolio Gold and Platinum awards, a National Parenting Center Seal of Approval, and a two-time finalist honor for the coveted Toy Industry Association Toy of the Year (T.O.T.Y.) award in the Games category.

I Can Do That! Games can be found at mass and specialty retail outlets nationwide.

To learn more, visit www.icandothatgames.com.

About the CURIOUS GEORGE Television Series

Brought to PBS KIDS® by Imagine Entertainment, WGBH Boston, and Universal Studios Family Productions, with the support of Curious George publisher Houghton Mifflin Harcourt Publishing Company, CURIOUS GEORGE the television series is designed to inspire kids to explore science, math, and engineering in the world around them in a fun and entertaining way. Based on the best-selling Curious George books by Margret and H.A. Rey, the daily series expands George's world to include a host of colorful characters and original locales, while maintaining the charm of the beloved books. Each of the half-hour episodes includes two animated stories followed by short live-action pieces showing real kids who are investigating the ideas that George introduces in his stories. The series encourages inquiry and curiosity, promotes hands-on exploration, and shows parents and caregivers how to support children's science and math-related play.

CURIOUS GEORGE is a production of Imagine Entertainment, WGBH Boston, and Universal Studios Family Productions. Executive producers are Ron Howard (Imagine), Brian Grazer (Imagine), Carol Greenwald (WGBH) and Ellen Cockrill (Universal). Funding is provided by public television viewers. National corporate sponsorship of CURIOUS GEORGE is provided by Chuck E. Cheese's®, Sun-Maid Growers, and Rainforest Cafe®. The CURIOUS GEORGE Web site is pbskids.org/curiousgeorge. Curious George and related characters, created by Margret and H.A. Rey, are copyrighted and trademarked by Houghton Mifflin Harcourt Publishing Company and used under license. Licensed by Universal Studios Licensing LLLP. Television series: © 2009. Universal Studios. All Rights Reserved.

About Houghton Mifflin Harcourt

Boston-based Houghton Mifflin Harcourt Publishing Company is a global education company with approximately \$2.5 billion in combined revenue. The Company publishes a comprehensive set of best-in-class pre-K–12 educational solutions, ranging from research-based textbook programs to instructional technology to standards-based assessments for students and educators. The Company also publishes an extensive line of reference works and award-winning literature for adults and young readers. With origins dating back to 1832, Houghton Mifflin Harcourt combines its tradition of excellence with a commitment to innovation. To learn more about Houghton Mifflin Harcourt, visit www.hmhpub.com.

About Universal Partnerships & Licensing

UP&L oversees Universal's consumer product licensing, film and home entertainment promotions, and all corporate alliances for Universal's theatrical, home entertainment, theme parks and stage productions. This dedicated division is also responsible for monetizing the Studio's vast library of films and characters through licensing, branding and marketing opportunities. UP&L is part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi.