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JUMPSTART FRANCHISE EVOLVES TO NINTENDO PLATFORMS

JumpStart Pet Rescue Unveiled at E3 Expo

TORRANCE, CALIF., - June 2, 2009 – The JumpStart franchise continues to evolve, revealing today the details of its upcoming releases for the Wii platform, JumpStart Pet Rescue and JumpStart Escape from Adventure Island. Building on the JumpStart franchise's core tenets of learning, adventure and exploration, JumpStart Pet Rescue and JumpStart Escape from Adventure Island will immerse Wii fans into all-new adventures when the games launch this fall.

[Knowledge Adventure® is the leader in adventure-based learning games for 3-to-8 year olds](#) with it's leading brands, JumpStart and MathBlaster. By bringing the JumpStart® brand—and its rich, trusted educational content to the Wii™ platform, JumpStart Pet Rescue will become the first Wii learning game for younger audiences, ages 3 to 6. With this entrance into the console market, the company continues to evolve JumpStart to a multi-platform brand delivering content into whatever form parents and kids desire. The company will be debuting at the premier gaming expo, E3, June 2-4, 2009 in Los Angeles, CA.

"The Wii marketplace is an exciting opportunity for us to leverage our trusted brand and leading market share in kids games", said David Lord CEO of Knowledge Adventure. "By serving parents desire to provide better learning experiences for their children while providing a fun, immersive game, we intend to capture market share in the fast growing youth category."

JumpStart Pet Rescue is the first of its kind learning game to tap into Wii's audience.

Pet Rescue builds on the award-winning JumpStart titles that have kept children entertained, happy and learning for years. Wii is the perfect platform for adventure-based games, allowing children to use their sense of exploration in new and creative ways. Pet Rescue is set in an exciting 3D world, where children create their own Jumpee and paddle their way through challenging river rapids, discover treasure in a mysterious jungle, and make friends with charming furry pets. All this adventure and excitement is just a small preview of the larger world that is JumpStart Pet Rescue. Intertwined in these adventures are over 50 learning lessons and 75 fundamental skills that help prepare children for success.

For additional information or to preview JumpStart Pet Rescue, stop by Booth # 2461 in the South Exhibit Hall at E3.

About Knowledge Adventure

Knowledge Adventure® is the leader in adventure-based 3D virtual worlds for 3-to-10 year old kids. With its JumpStart® and Math Blaster® products, kids learn through endless gaming adventures in 3D virtual worlds. By blending learning and entertainment, Knowledge Adventure's adventure-based learning inspires kids' minds through immersed play. For more than 15 years, Knowledge Adventure has set the standard in kids' software by creating the finest educational products for use in the home and the classroom. The company is internationally renowned for its award-winning products. A subsidiary of Knowledge Holdings, Inc., the company is privately-held and based in Torrance, California. For more information, go to www.knowledgeadventure.com or call 310-533-3400.

About Nintendo: The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Wii™, Nintendo DS™ and Nintendo DSi™ systems. Since 1983, when it launched the Nintendo Entertainment System™, Nintendo has sold more than 2.9 billion video games and more than 496 million hardware units globally, including the current-generation Wii, Nintendo DS and Nintendo DSi, as well as the Game Boy™, Game Boy Advance, Super NES™, Nintendo 64™ and Nintendo GameCube™. It has also created industry icons that have become well-known, household names such as Mario™, Donkey Kong™, Metroid™, Zelda™ and Pokémon™. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, visit the company's Web site at www.Nintendo.com.

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