



## **JUMPSTART LAUNCHES FIRST 3D VIRTUAL WORLD FOR PRESCHOOLERS**

### ***Adventure-Based Learning To Inspire Kids' Minds Through Immersed Play***

**TORRANCE, CALIF., – May 12, 2008** – Knowledge Adventure®, the leader in adventure-based 3D virtual worlds for 3-to-10 year olds, today announced its premium preschool line is available for purchase. *JumpStart® Advanced Preschool World* is the first 3D virtual world learning adventure for preschoolers. Based in an engaging 3D virtual world neighborhood setting, JumpStart® characters leverage adventure-based learning to inspire kids' minds through immersed play and endless gaming adventures. JumpStart's unique adventure-based learning approach presents gaming adventures to 3-to-5 year olds to learn the essential pre-reading, early math, social studies, art, music, computer skills, and critical thinking skills.

*JumpStart® Advanced Preschool World* includes an assortment of adventure-based games, arts and crafts and tasks. The hub of the game is the 3D virtual world neighborhood, where kids customize their avatars with clothing, eye shapes, hair styles and more -- and even design their own homes. Kids can also visit the library and the learning house to play fun, adventure-based games and earn rewards, to be used throughout the neighborhood. In the neighborhood, kids learn about music and instruments in the music house, paint their way through the arts house, practice counting and making healthy food choices in the grocery store, and visit the Post Office and Fire Station where they can parade around town in a mail truck or fire truck. When it's time to relax, kids can speed down the extreme water slide into the neighborhood swimming hole, get moving at the movie house, which comes stocked with live-action music videos, or design their own artwork in the craft corner, joining JumpStart friends – Frankie, Kisha, Eleanor and Hops – along the way in an ever expanding world of adventure.



"Blending learning and entertainment is the best possible development environment for kids," states David Lord, President and Chief Executive Officer Knowledge Adventure. "By being the first to create a 3D virtual world for preschoolers, JumpStart's adventure-based learning approach raises the bar for inspiring kids' minds."

Designed to embrace each individual learning style in a more powerful way than ever before, *JumpStart Advanced Preschool World* features over 80 unique adventure-based learning activities and covers more than 30 core pre-reading, math, and critical thinking skills, as outlined by the National Association for the Education of Young Children (NAEYC). In addition, the Jumpstart's playful and imaginative adventure-based learning approach promotes creativity and self-expression. No matter the skill, each gaming adventure is thoughtfully designed to build self-esteem and confidence as kids play.

"JumpStart's 3D virtual world environment makes my 3½ year old son giggle as he goes from one adventure to the next," exclaimed Heather Haggemiller of Pacific Palisades, California. "The most amazing thing is that he is learning important skills without even knowing it."

*JumpStart Advanced Preschool World* is designed to incorporate parent participation. Parents can log on and select the specific holidays to be celebrated in the "neighborhood," upload photos for their kids to use in various arts and crafts projects, and view progress reports. The 4 CD set also includes a bonus *My Storybooks* CD, so parents can share read along stories with their kids. Kids can print their stories for ongoing fun even when they are away from the computer.

*JumpStart Advanced Preschool World* and the complete *JumpStart Advanced Premium* Edition, which includes Kinder, 1<sup>st</sup> or 2<sup>nd</sup> Grade World, are available at major retailers, including Target, Best Buy, Office Max, Office Depot, Fry's, BJ's, and Amazon, as well as at [www.KnowledgeAdventure.com](http://www.KnowledgeAdventure.com) for a suggested retail price of \$29.99.

The second installation of *JumpStart Advanced Preschool World* will expand the neighborhood to include a pet playground, beach fun, and a jungle and will be available just in time for the holiday season.



### **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 MathBlaster® 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](http://www.knowledgeadventure.com) or call 310-533-3400.

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