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**KNOWLEDGE ADVENTURE® ANNOUNCES NEW EXECUTIVE APPOINTMENTS;
CREATES DYNAMIC LEADERSHIP TO ALIGN WITH STRATEGIC VISION**

Seasoned Team Builds on Rich Company History to Lead its Online Expansion

TORRANCE, CALIF., – July 28, 2008 – [Knowledge Adventure®](#), the leader in adventure-based 3D virtual worlds for 3-to-10 year olds, today announced the appointment of two executive team members – Thomas Swalla, president of e-commerce and Sudhir Krishnaswamy, vice president engineering and general manager, India. Swalla and Krishnaswamy come to Knowledge Adventure at a time of evolution and growth as the company redirects its efforts – leveraging its long history as the leading provider of kids' software to establishing the company as the leader in [adventure-based 3D virtual worlds](#). Both executives will play a strategic role in the online expansion initiative as Knowledge Adventure brings its leading brands, *JumpStart®* and *Math Blaster®*, online.

As president of e-commerce, Swalla will lead all online initiatives for Knowledge Adventure including the company's website properties as well as the JumpStart membership community. Swalla brings online expertise to Knowledge Adventure from his successful tenure at RazorGator, the leader in hard-to-getSM tickets to sports, concerts and theater events worldwide. While at RazorGator, Swalla served as vice president of business development, managing strategic partnerships with several content and distribution partners including Yahoo, MSN and FoxSports. Swalla also led and managed the company's corporate development efforts.

Krishnaswamy will be responsible for building, managing and overseeing the team in India in his role as vice president engineering and general manager, India. Krishnaswamy's proven track record in running offsite teams, coupled with his engineering expertise, will be essential in the growth and success of Knowledge Adventure's new India operations.



“Thomas and Sudhir bring tremendous passion and experience to Knowledge Adventure at this pivotal time in our history,” said David Lord, President and CEO Knowledge Adventure. “Their previous successes ensure our next phase of innovation and expansion into the [virtual world/online gaming](#) market will be successful and rewarding for our JumpStart kids and parents.”

Prior to his work at RazorGator, Swalla held product management roles at Authentify, an enterprise authentication services company, and CompleWare Corp, a provider of software services to the pharmaceutical industry. He received his BBA in Management Information Systems and Finance from the University of Iowa. Krishnaswamy's previous experience includes tenure as CTO at RazorGator Inc., CTO and VP of Engineering at Paciolan, Inc – the premier provider of back-office software and services to sports and entertainment venues. He received his BS in Mechanical Engineering from Bangalore University, India.

Additionally, Knowledge Adventure announces the immediate promotions of James Czulewicz to VP Business Planning & Analysis/Retail Sales and William Kennedy to VP Finance and Administration. Czulewicz' work history includes notable tenure at Riverdeep, The Learning Company, Mindscape and Broderbund. Kennedy, a seasoned CPA of 25+ years, carries a history rich in financial management and analysis in retail apparel and the toy & gift industries, including 10 years at Mattel. “Jim and Bill are quality executives who help round out our executive team and I look forward to their continued contributions,” said David Lord.

For more information on Knowledge Adventure visit www.knowledgeadventure.com.

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 or call 310-533-3400.

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