



**FOR IMMEDIATE RELEASE**

Contact:

Diane Coffey  
Kel & Partners  
Work: 508.366.2099 ext.117  
Cell: 508.259.9584  
[diane@kelandpartners.com](mailto:diane@kelandpartners.com)

**KNOWLEDGE ADVENTURE® ENTERS CONSOLE/HANDHELD GAME MARKET;  
SIGNS DEAL WITH MAJESCO**

**Award-Winning Math Blaster® Games Available on Nintendo DS in time for Holiday**

**TORRANCE, CALIF., – September 4, 2008** – [Knowledge Adventure®, the leader in adventure-based 3D virtual worlds for 3-to-10 year olds](#), today announced it will be launching its award-winning Math Blaster® brand product on the Nintendo DS platform. Knowledge Adventure has entered into a partnership with Majesco Entertainment Company to launch the Math Blaster DS product. This marks Knowledge Adventure's first entry into the Nintendo DS and extends the proven Math Blaster brand into an age-appropriate handheld platform. *Math Blaster in the Prime Adventure* will be available at major retailers this holiday season.

"This partnership is part of our strategic vision to transition the company from educational software to a multi-faceted kid's entertainment company," said Knowledge Adventure president & CEO David Lord. "Expanding our product footprint into this new category will enable us to create a market for future products—including our leading [JumpStart®](#) brand—on console and handheld platforms and capitalize on the increasing popularity of these platforms."

The Majesco partnership is the next strategic step in establishing Knowledge Adventure as a market leader. The launch of Knowledge Adventure's popular [Math Blaster](#) games on the Nintendo DS platform creates a significant opportunity for Knowledge Adventure to capitalize on a growing market and increase market share for all of its leading brands within their product categories.



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

# # #