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**KNOWLEDGE ADVENTURE® ANNOUNCES PARTNERSHIP WITH UNITY TECHNOLOGIES
TO CREATE FIRST 3D VIRTUAL WORLD FOR KIDS**

New Multi-Platform Game Engine Brings JumpStart® and Math Blaster® Brands Online

TORRANCE, CALIF., – November 24, 2008 – Knowledge Adventure®, the leader in [adventure-based 3D learning](#), announced today that it is partnering with Unity Technologies to create the first ever 3D Virtual World for kids 3-10. Knowledge Adventure's flagship gaming products sold under its *JumpStart®* and *Math Blaster®* brands, will soon be available in multi-platforms, including online, iPhone, iPod Touch, Mac, Wii, and Wii Ware. The new Unity multi-platform gaming engine makes its debut in the highly anticipated launch of JumpStart's browser-based 3D virtual world this holiday season.

"With the explosive growth of the virtual world and online gaming market and our shift from educational CD software to [adventure-based 3D virtual worlds for kids](#), we were looking for a partner that could help bring our games online" said David Lord, President & CEO of Knowledge Adventure. "Unity's multi-platform technology fit perfectly with our company's strategy to leverage our trusted [JumpStart and Math Blaster](#) brands with parents to deliver a rich, safe and fun virtual world experience for their kids anywhere, anytime."

Unity's game engine provides capability for the user to access games via console, mobile or web platforms. With busy parents always on the go, this enables children the flexibility to access their favorite JumpStart and Math Blaster games while driving in the car, playing at a friend's house, or waiting in a busy restaurant — all the while learning through adventure-based play.



"We are pleased to partner with a company that has such a long and rich history as the leader in delivering learning games to kids," said David Helgason, CEO Unity Technologies. "Our cutting-edge technology is unmatched anywhere in the world and we are excited to be the catalyst for Knowledge Adventure's foray into the online gaming market."

Knowledge Adventure has long been the market leader in blending learning and entertainment for kids through its 3D adventure-based learning games. For more information on Knowledge Adventure or to check out our virtual world for kids, please visit www.JumpStart.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 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 Unity Technologies

Unity Technologies is a 3D game development tool provider, enabling the creation of totally dynamic online content that rivals the newest games on the console market. Based in Copenhagen with an office in San Francisco, CA, Unity provides tools to game developers and creative visualization professionals alike to deliver the best 3D web content. The Unity engine is currently being used by leading game developers, educational institutions and industry visionaries including: Smashing Ideas, Trigger, Freeverse, Shockwave.com, NASA Jet Propulsion Laboratory, Flashbang Studios, ThreeMelons and Skyworks Technologies. For more information, visit unity3d.com

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