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**KNOWLEDGE ADVENTURE ANNOUNCES LAUNCH OF THE
JUMPSTART.COM VIRTUAL WORLD**

The First 3D-based Virtual World Built on Adventure-Based Learning

TORRANCE, CALIF., – December 1, 2008 – [Knowledge Adventure®](#), the leader in [adventure-based learning games for 3-to-10 year olds](#), today announced the launch of the first immersive 3D virtual world gaming platform for kids by bringing its trusted JumpStart® brand online. The highly anticipated launch of JumpStart's online virtual world brings Knowledge Adventure one step closer in its transition to a multi-faceted kids' entertainment company.

KZero Research expects the number of kids registering at virtual world sites to grow nearly 400% by 2010 from 35 to 150 million. According to a recent NPD study, 40% of online gamers are ages 2-17, while 25% are ages 2-12. JumpStart users range from 3-10 with a focus on preschool as an entry point, creating opportunity for JumpStart to gain leading market share in the growing virtual world market—a market expected to reach \$2.7 billion by 2011.

"The all-new JumpStart Virtual World provides us the opportunity to leverage our tremendous brand and game content online where today's kids play," said Knowledge Adventure president & CEO David Lord. "Our commitment remains stronger than ever to creating the best [adventure-based learning games](#) available and we're doing this by evolving the brand online to meet the needs of parents and kids in a vibrant, trusted community they can enjoy together for years to come."

Key features of the JumpStart Virtual World include: [Jumpeez](#)—the main avatar (Jumpee) the child creates using more than 14 quadrillion variations of faces, hair, eyes, mouths,



hats, clothing, etc. with virtually endless combinations for customization; and [StoryLand](#)—an immersive adventure-based collection of five virtual worlds—Neighborhood, Town Square, Petland, Beach and Jungle where 3-5 year olds can play endless games, learning activities and missions that challenge and entertain. Kids can play games with their Jumpee in the Arcade, Movie Theater, Juke Box and explore the ancient ruins of Tiki Falls or discover underwater treasures by swimming in the Bay. JumpStart's 3D high-definition quality graphics deliver an enhanced user experience.

To celebrate the launch, JumpStart is hosting a Jumpee (avatar) contest for three months starting in mid-December where kids can create their own avatars and submit them online at [JumpStart.com](#) for a chance to win prizes daily, including free annual memberships, Nintendo DS and Nintendo Wii. One grand prize winner will be chosen to have their Jumpee star in a future JumpStart Virtual World adventure and receive a college scholarship from JumpStart.

For a nominal monthly fee of \$7.99, parents can register their kids at [JumpStart.com](#) to become members of the fully interactive, safe, 3D virtual world. The new family membership model includes a multitude of benefits to kids including unlimited access to the entire [JumpStart Virtual World](#) for all kids in the family, downloadable game content, printable coloring sheets, movies & music videos, and the ability to earn rewards that can be used in the real world. For parents, benefits include the ability to write personalized messages, customize rewards, access expert tips on how to help their child succeed in school, see their child's in-game progress, participate in an advisory board to share ideas/experiences, and connect with other parents through blogs and member forums.

For more information on the avatar contest or to become a [JumpStart.com](#) member, 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.

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