



MENTOR INTERACTIVE, INC. – The Company That Merges Entertainment, Education and Technology- Adds New DS Games and POP Displays to Its Successful Line-Up of Products

**Toy Fair 2011: Sunday, February 13th- Wednesday, February 16th
Booth #3359**

WHO: Mentor InterActive Inc. – a publisher and marketer of interactive software that was founded by Education Technologists at the University of Colorado, Boulder and Video Game Industry Professionals with the mission of “merging entertainment, education and technology”

WHAT: Mentor InterActive is introducing exciting new titles to its successful series of thinkSmart Games for the Nintendo DS and Wii platforms, as well as discussing other future products and the exciting retail opportunities for large and small retailers

Featured titles include:

- ✓ **Labyrinth-** is a Nintendo DS adaptation of one of the world’s best selling board game puzzlers by Ravensburger. This specially designed DS version features five worlds and multiple characters to challenge players to find their and uncover fabulous treasures.
- ✓ **Scotland Yard-** is an interactive caper for the Nintendo DS that offers some sleuthing twists and turns to the original Ravensburger puzzle/board-game. Players travel around real city maps of the world’s greatest cities Amsterdam, Paris, New York, Berlin and London in search of Mister X and the stolen bounty.
- ✓ **Crazy Machines-** a new whimsical puzzler created by “The Wily Professor”, a disciple of Rube Goldberg and his inventive and wacky 3D machines. The locations, contraptions and puzzling challenges are truly out of this world. For the Nintendo DS and Wii consoles.
- ✓ **Cosmos Chaos-** this breakthrough “Edutainment” role-playing adventure game in the Pokemon tradition was developed by a “dream team” of designers, programmers, illustrators and educators, and funded by a U.S Education “Star Grant”. designed specifically to take full advantage of the Nintendo DS
- ✓ **My Reading Tutor™** - a totally updated and enhanced rendition of last year’s award winning “My Virtual Tutor: Reading Series”. A terrific and fun interactive experience for early readers, it reinforces basic phonics and comprehension skills with games, puzzles and 14 interactive story books
- ✓ **thinkSMART and thinkSmart Kids for the Nintendo DS** , based on Ravensburger’s cleverly inventive, challenging, inventive Puzzlers and brain teasers these games are guaranteed to “power up” the brains of kids of all ages
- ✓ **thinkSmart Family for the Nintendo Wii-** this unique game allows every member of the family to play at their own level, while combining mental and physical challenges taking full advantage of the Wii.
- ✓ More information about these games can be found on www.thinkSmartgames.com or <http://www.facebook.com/home.php#!/thinkSMARTgames>

✓ **Meet and interview:**

Hank Kaplan- Chairman of Mentor Interactive
Eric Feiner- EVP of Sales and Distribution
Sam Goldberg- EVP of Marketing and Publishing

WHERE: Jacob K. Javits Convention Center
11th Avenue between 34th and 38th Streets, New York, NY 10001
Booth # 3359

WHEN: Sunday, February 13th-Wednesday, February 16th

Show Dates	Hours
Sunday, February 13th	10:00 am-6:00 pm
Monday, February 14th	9:00 am-6:00 pm
Tuesday, February 15th	9:00 am-6:00 pm
Wednesday, February 16 th	9:00 am-4:00 pm

CONTACT: To set up an appointment or to schedule an interview, please contact Elena Magg (on-site contact) at [973.865.4693](tel:973.865.4693)/Elena.Magg@bhgpr.com