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## **Mentor Interactive® Unveils thinkSMART™ Games.com Microsite Featuring Games That Combine Entertainment and Education**

*Featured Games include ThinkSMART™ Games, Cosmos Chaos™ and My Reading Tutor™ For the Nintendo DS™ and Wii™ Consoles- with new games coming soon*

BOULDER, CO (February 2011) – **Mentor Interactive®**- the company that merges entertainment, education and technology- has created a new micro website, **thinkSmart™ games.com** which addresses the demands and interest in quality gaming experiences. These games are not only entertaining, but also provide enriching experiences that build reading, vocabulary, math, and logical thinking skills.

To be considered a **thinkSmart** game, it has to be considered not only fun but challenging, require creative thinking, problem solving, entertaining and engaging. It also helps if the game is based on an established brand with a reputation for excellent game play.

“With the success of the initial launch of **our thinkSmart** Series of games for kids, adults and the entire family, we realized the terrific interest in quality games that combine entertainment, thinking and education and decided to expand our lineup and more aggressively promote it online.” said Brian Kohn, President and CEO of **Mentor InterActive, Inc.** “We feel we’re responding to a real need and we’re excited to continue adding quality titles like Scotland Yard, Labyrinth and Crazy Machines DS games to our thinkSmartGames.com line up.”

### **Current list of thinkSmart Games:**

#### **thinkSMART Games**

Based on the challenging and successful brain teasers and puzzlers from Ravensburger, a renowned game and puzzle company, the **thinkSMART DS** games offer a great variety of brain teasers, beaters, puzzlers and mental challenges for all ages, while the **thinkSMART Family for Wii** also adds physical challenges that the entire family can play together.

- **Kids thinkSMART 8+UP for Nintendo DS (8+ UP):** A fun and fast-paced collection of stimulating and brain twisting puzzlers that challenge players to improve their brain power.

- **thinkSMART for Nintendo DS:** Think outside the box and improve your mental fitness! This original brain training program challenges older player's thinking skills in imaginative and creative ways.
- **thinkSMART Family for Wii:** This original brain and physical training program is specially designed for the entire family to play, as each player goes head-to-head at their own level.

**Cosmos Chaos!™** for the Nintendo DS.

An exciting role-playing adventure game that was designed specifically to take full advantage of the Nintendo DS and to help 4<sup>th</sup> to 7<sup>th</sup> grade readers develop vocabulary skills through an innovative mix of action-filled play and storytelling. The game is the result of the collaboration of a video game “dream team” comprised of designers, programming creators and leading experts in the fields of reading, education and technology. **Cosmos Chaos** is rated E (Everyone) by the ESRB.

**My Reading Tutor** for the Nintendo DS.

Expands on the success of the original My Virtual Tutor: Reading which is based on years of research and original programming by the Center for Computational Language and Education Research at the University of Colorado, Boulder **My Reading Tutor** Kindergarten to 2<sup>nd</sup> Grade Learning Progression enforces reading skills and creative thinking and helps children build confidence to become independent readers.

- Instructions from the Tutor introduce and explain each phonics concept.
- Games, quizzes, word puzzles and precise examples from each unit are used as part of the phonics and game exercises.
- There are 14 Complete Story Books to read, with comprehension quizzes to help ensure that children are not only reading, but also remember and understand what they read.

Mentor Interactive's **thinkSMART** games are available at mass and specialty retailers throughout North America, their online sites, as well as on [www.thinksmartgames.com](http://www.thinksmartgames.com).

For shots, or package fronts, please contact Elena Magg at 973.744.0707 or [Elena.Magg@bhgpr.com](mailto:Elena.Magg@bhgpr.com)

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**About Mentor InterActive, Inc.**

Mentor InterActive Inc. based in Boulder, CO was founded in 2004 by faculty members of the Center for Computational Language and Education Research (known at that time as the Center for Spoken Language Research) at the University of Colorado at Boulder. Mentor InterActive publishes and markets interactive software based on the proven Foundations to Literacy reading program, developed at CLEAR through a license granted by the University of Colorado Technology Transfer Office. Mentor also holds licenses from the University of Colorado for speech recognition and facial animation technologies. Mentor InterActive holds a license to develop for Nintendo DS™ and Wii™. The company's management team brings decades of business development and marketing experience to the production process. Mentor InterActive was named the 2009 Physical Science/Engineering/IT Company of the Year by the University of Colorado Technology Transfer Office.