



#106-4226 Commerce Circle
Victoria, BC, Canada V8Z 6N6
EMAIL: sherry@outsetmedia.com
TEL: 250-592-7374 x 209
FAX: 250-592-7522
www.outsetmedia.com

Professor Noggin wins coveted T.O.Y. Award!

FOR IMMEDIATE RELEASE

Victoria, BC, October 12, 2006 – *FamilyFun* magazine and Digital Research Inc. have announced that *Professor Noggin's History of the United States*, from Outset Media, is a 2006 Toy of the Year Award Winner.

More than 1300 kids tested 480 games and toys from 146 companies. After over 30,000 hours of play-testing, the T.O.Y. Award-winning games and toys are announced in the November issue of Family Fun magazine, which hits newsstands this week.

"It's been said this award is to the toy industry what the Oscar is to Hollywood," notes Outset Media president, David Manga. "Parents trust the T.O.Y. awards to recognize the games and toys that will appeal to their children."

In *Professor Noggin's History of the United States*, players win cards by correctly answering questions on the important people and events that shaped the country. The game covers everything from inventors and explorers to politicians and athletes, and from conflicts and treaties to agriculture and industry.

History of the United States is part of the popular *Professor Noggin's series* of children's card games that now includes 30 titles kids love. Industry experts, media and parenting organizations agree that the games make excellent travel games and stocking stuffers. Designed for children ages 7 and up, the games have two levels of difficulty to challenge kids of different ages. The series has won several other prestigious awards since its introduction in 2002, including a NAPPA Gold Award.

Family Fun magazine, with a circulation of 2 million, is the leading publication in the US for families with kids 3-12. Since 1992, the magazine had retained the marketing research firm DRI to conduct the T.O.Y. Awards on its behalf.

Outset Media creates, designs, and distributes board games, card games and puzzles that help develop healthy minds in children and provide healthy entertainment for families. For more information visit www.outsetmedia.com.

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For more information contact Sherry Ewings at 250-592-7374 or sherry@outsetmedia.com

Because Games Matter.