



**FOR IMMEDIATE RELEASE**

**Contact:** Heidi Bultman  
Educational Insights  
847-996-5339  
[HBultman@educationinsights.com](mailto:HBultman@educationinsights.com)

**Board Games are Brain-Boosting!**

*Educational Insights Offers Complete Line of Brain-Boosting Games™*

RANCHO DOMINGUEZ, Calif., June 3, 2008 – To address the growing demand for games that educate while they entertain, Educational Insights now offers a complete line of Brain-Boosting Games™. Comprised of Strategy Games, Word Games, Family Games, and Single-Player Brain-Boosting Games™, the range of products includes numerous winners of the prestigious Mensa Select designation - Pixel™, Traverse®, Shapes Up®, and Rumis™ - as well as many other acclaimed titles.

“A growing body of evidence attests to the learning benefits that accrue from game play,” said Mark Mallardi, Vice President of Marketing at Educational Insights. “In light of this evidence, we are proud to offer a broad range of games that feature ingenious and playful designs that promote learning and increase retention.”

In concert with the availability of their Brain-Boosting Games™ product line, Educational Insights now offers retailers a flexible merchandising program that enables the creation of custom shelf sets that can include any combination of its games. Available to retailers at no charge with a \$200 minimum game order, this merchandising program includes a planogram, an eye-catching 36” header card, five 48” shelf talkers, a set-up guide, a literature holder, and a supply of consumer brochures that highlight the available research on the positive cognitive impact of game play.

-more-

Said Mallardi, "Our new merchandising program is a great way for retailers to drive sales in the key back-to-school and holiday selling seasons. These POS materials will get the attention of customers seeking family-friendly games that both entertain and educate."

Retailers interested in signing up for the new Brain-Boosting Games™ Merchandising Program should contact their Educational Insights sales representative or the company directly at (800) 995-4436 or [orders@educationalinsights.com](mailto:orders@educationalinsights.com).

### **About Educational Insights**

**Educational Insights, Inc.**, a subsidiary of Learning Resources, has, for over 40 years, brought to market award-winning educational products that engage, entertain, and educate. The design and development of the company's products is spearheaded by an editorial team of seasoned, professional educators. This, coupled with the fact that the company's products are in use in virtually every elementary school throughout the nation, ensures the highest design and instructional integrity in all the company's offerings. Product lines include educational toys and games, electronic learning aids, test prep systems, and classroom resources. Educational Insights' products are available through specialty toy stores, teacher supply stores, and educational dealers everywhere.

For more information, visit the Web site at [www.educationalinsights.com](http://www.educationalinsights.com).

###

