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# I CAN DO THAT! GAMES™ GROWS RETAIL CHANNEL, DEBUTS THREE NEW GAMES, AND VIES FOR TOP HONOR AT NEW YORK INTERNATIONAL TOY FAIR

*Award-Winning Game Developer Expands Retail Channel Through National Partnerships  
with Target®, Barnes & Noble®, and Borders®, and Specialty Outlets*

*I Can Do That! Games a FINALIST for a Toy Industry Association's Toy of the Year award*

**Seattle, WA (February 19, 2007)** – I Can Do That! Games™, a Seattle-based game company dedicated to helping kids discover what they can do through games that engage children physically, actively, and socially, today announced that it will debut three innovative new games this week at the New York International Toy Fair. At the same time, the company announced new sales partnerships with three national retail outlets—Target, Barnes & Noble, and Borders, along with plans to introduce its games to the specialty market. Coming off a whirlwind launch year, I Can Do That! Games has won a multitude of the industry's top honors and is a finalist for the prestigious Toy Industry Association's Toy of the Year (T.O.T.Y) award in the game category.

National retail partnerships with Target, Barnes & Noble, and Borders, along with specialty retail distribution, will allow I Can Do That! Games to introduce its unique brand to a larger national audience in 2008. I Can Do That! Games is the brain-child of founder and CEO Jacobe Chrisman, the former head of product development for Cranium who has a longstanding track record of developing award-winning games that are a hit with parents and kids alike. The company's unique style of games get kids out of their seats—running, jumping, balancing, hopping, sliding, and laughing—while they foster self-confidence by helping kids discover what they can do.

Chrisman leveraged his industry know-how as well as the expertise of partners such as Forrest-Pruzan Creative, a leading game invention studio, to introduce his brand of games in 2007. I Can Do That! Games was able to attract strong consumer interest during the 2007 holiday season, fueled by an exclusive licensing agreement with Dr. Seuss Enterprises for the rights to the entire library of Seuss book titles, as well as an exclusive national retail partnership with Toys"R"Us. Toys"R"Us helped put the company on the map during the holiday timeframe through premium end-cap store placement and inclusion in the retailer's annual holiday "Big Book". During a tough holiday season, I Can Do That! Games met sales goals and was profitable in year one.

"Dr. Seuss is a beloved children's brand that provides endless fodder for new games—and it was an underserved license in the game aisle," said Jacobe Chrisman, founder and CEO. "The popularity of Seuss, combined with the tremendous support we received from Toys"R"Us and our own expertise for developing quality games has proved to be a successful combination that resonates with kids and their parents."

I Can Do That! Games launched less than one year ago—yet the company has already received many of the industry’s highest accolades. In 2007 the company won Oppenheim Toy Portfolio Platinum and Gold awards, a Parents’ Choice Gold award, and a Toy Wishes Fab Five distinction. What’s more, I Can Do That! Games will go head to head with some of the industry’s most established game brands to compete as a finalist for the Toy Industry Association’s highest honor—a Toy of the Year (T.O.T.Y.) award, to be announced at a ceremony in New York on February 16th.

In 2008, I Can Do That! Games will introduce three new games for children, doubling its offerings from 3 games to 6 to provide engaging play experiences for children as young as 3 and as old as 12—with an emphasis on games that the whole family can enjoy together.

New games include *Green Eggs and Ham, Order Up, Sam!*™, a frenetically fun game in which preschoolers dash about to help Sam serve up green eggs and ham—and other silly foods. The company will also introduce two new games based on the Dr. Seuss book *Oh, the Places You’ll Go!*, the number one selling Seuss title. *Oh the Places You’ll Go!, The Game*™ encourages families to take a wild adventure through life’s twisty turns to discover a world of future possibilities; *Oh, The “Wondrous” Places You’ll Go! Travel Card Game*™ combines stunning photography, unbelievable facts, surprising history, and brain-twisting trivia in a whimsical card game that opens up a world of adventure. Both games are designed for ages 8 to adult.

“I Can Do That! Games has taken a refreshing, high quality approach to game development that conveys the spirit of Dr. Seuss, bringing characters and story themes to life in a delightful way,” said Susan Brandt, executive vice president of Dr. Seuss Enterprises, L.P. “The games are a wonderful compliment to Dr. Seuss books and provide a really fun new way to enjoy Seuss stories and characters, which have been favorites with kids for generations.”

As the company grows it will continue to seek out high-quality licensing partnerships that offer touchstone experiences for children and their families.

To learn more about I Can Do That! Games, visit [www.icandothatgames.com](http://www.icandothatgames.com).

### **About I Can Do That! Games™:**

I Can Do That! Games™ foster self-confidence by giving kids a chance to discover what they can do. Through decades of research, years of award-winning inventions, and thousands of play-tests, the toy and game industry veterans at I Can Do That! Games have mastered the art of making incredibly fun, high-quality play experiences for kids and their families.

Founded in 2007, the Seattle-based game company has already won some of the industry’s top honors, including a Toy Wishes FAB FIVE award, a Toy Wishes ALL STAR award, an Oppenheim Portfolio Gold award, a National Parenting Center Seal of Approval, iParenting Media awards, and Dr. Toy “100 Best Children’s Products” and “10 Best Creative Products” awards. The company was named a finalist for the Toy Industry’s 2008 Toy of the Year (T.O.T.Y.) award in the games category.

I Can Do That! Games can be found at Toys“R”Us stores nationwide and at [www.Toysrus.com](http://www.Toysrus.com). Beginning in Fall, 2008, the company’s games can be found nationwide at Toys “R” Us, Target, Barnes & Noble, and Borders outlets, and at Specialty retailers across the country.

Dr. Seuss Enterprises was founded in 1993 by Dr. Seuss’s widow, Audrey Geisel, in order to maintain the integrity of the original Dr. Seuss books, characters, and their invaluable contribution to children’s literacy. The company actively works to ensure that the books and characters maintain their original look and personalities for future generations. Dr. Seuss Enterprises is located in La Jolla, California.