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For Immediate Release

Wowopolis™ Heads to Its First ASTRA Marketplace and Academy with 13 Prestigious Toy Industry Awards!

New York, June 7th, 2012 – Wowopolis LLC is thrilled to announce that they will arrive at the key annual industry event for the American Specialty Toy Retailer Association, ASTRA's 2012 Marketplace & Academy with 13 prestigious industry awards. Even more remarkable is that these 2012 awards were all received in the course of the past three months since the Wowopolis product line first hit retail shelves, allowing for Wowopolis to attend its very first ASTRA Marketplace and Academy with great acclaim.

The recognition of Wowopolis by both the toy industry as well as independent parenting testing groups through these prominent awards reinforces Wowopolis' stated goal of bringing a fresh creative spark to game time for kids and families by infusing traditional play patterns with new creative energy that provides multiple layers of fun. The awards were given for the following Wowopolis brands:

- **Sound It! Found It!**™ – Both a guessing game of silly sounds *and* a hidden-object game featuring original scenes drawn in a hilariously unique and contemporary style, *Sound It! Found It!* was awarded *The 2012 National Parenting Center* seal of approval, *The PAL Award*, the *2012 Tillywig Laugh Out Loud Award*, the *2012 Dad Does Toy Fair Award* and the *2012 Parents Tested Parents Approved* seal of approval.
- **Sound It!**™ – the perfect “anywhere” card game in which players must guess what's on the cards based on hilarious sounds other players make received the *2012 Mr. Dad* seal of approval and the *2012 Great Dad Recommends* award.
- **Puzzle Match**™ – There are puzzles and there are memory games, but only *Puzzle Match* puts them together in a unique patent-pending game. *Puzzle Match* picked up

the 2012 Mom's Best Award, the 2012 Tillywig Sterling Fun Award, the 2012 Parent's Choice Recommended Seal, and the 2012 Parents Tested Parents Approved seal of approval.

- **Colorgami™**– The U.S. made *Colorgami* features special perforated sheets of craft paper with characters, themed environments and accessories as well as washable markers. When the coloring is finished, the illustrations can be popped out, folded and constructed into a three-dimensional scene so that kids can "play and display" their creations. "It was fascinating to watch my little friend take off with the characters [he colored and constructed] and launch into a story" writes noted speech and language therapist, writer and toy expert Sherry Artemenko as she bestowed the coveted 2012 PAL award on the *Colorgami* line of products.

With the tremendous amount of products in the marketplace, parents often have a difficult time deciding on the right products for their children. The incredible amount of approval seals and awards given to Wowopolis by unbiased parent testers and experts will allow parents to feel good about the products they buy for their children.

The Wowopolis product line will be displayed in booth #1618 on the ASTRA Marketplace and Academy show floor at the Baltimore Convention Center, June 10 to June 13 in Baltimore, MD. For additional information, please call toll free at 888-840-7815 or e-mail customerservice@wowopolis.com. Visit us at www.wowopolis.com.