

FOR IMMEDIATE RELEASE



Spark Plug Games Launches *KinderZoo*, an Educational Game for Children

RESEARCH TRIANGLE, NC (July 31st, 2012) – [KinderZoo](#), Spark Plug Games' first game for young children, has launched on NOOK devices!

Your goal is to help Gary, the zookeeper, lead his animals back to their homes. Use your reading and math skills to help the lost animals and earn collectable stickers as a reward!

KinderZoo provides six different reading and math related exercises to help reinforce lessons learned from preschool through first grade. Exercises include letter and number identification, counting, basic math skills, and two levels of spelling. With random combinations of animals to sort and collect, over 100 different words to spell, and dozens of colorful stickers to collect, each game is a new experience and a fun way to practice essential learning skills.

KinderZoo is intended for children ages 3-7. It is currently available on the NOOK Color™ and NOOK Tablet™ and will be released soon for Android and iOS devices.

"We've always enjoyed making family-friendly games, but we're really excited about *KinderZoo* because it's our first game made specifically for our youngest fans!" said Ben Lichius, Art and Creative Director at Spark Plug Games. "Many of us here at SPG have kids in this age range too, so it's doubly exciting to be making games that can help our kids grow and have fun at the same time. I'm also hoping that this game can help cut down on the number of typos we see in our emails around here..."

KinderZoo features:

- Exercises for reading skills by identifying letters and practicing spelling
- Number identification, counting skill exercises and practice for basic mathematics
- Lions, tigers and bears! Oh my! Well, just kidding - it's mainly giraffes, elephants and gorillas...
- LOTS OF STICKERS!
- Available on NOOK Color™ and NOOK Tablet™ for \$0.99
- Available on iOS and Android by Q3, 2012

For more information, please send a request to:

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For more resources:

Screenshots: http://bit.ly/kinderzoo_screenshots

Twitter: <http://www.twitter.com/sparkpluggames>

Facebook: <http://www.facebook.com/sparkpluggames>

About Spark Plug Games

Spark Plug Games is an awesome independent games developer focused on creating interactive products for social, mobile, tablet and console markets. The team embraces the slogan "We ignite fun!" which expresses a desire to create high quality products with strong entertainment value and a passion for game development. Founded in 2008 and based out of Cary, North Carolina, the SPG team has already built over 50 products and continues to develop new brands while working with industry leading partners. For more information, please visit www.sparkpluggames.com

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