



Swinxs Celebrates Addition of Three Coveted Awards to its Growing List of Credentials
Swinxs selected winner of The National Parenting Publications Association Gold Award as well as Dr. Toy's 10 Best Audio Products Award and Dr. Toy's 100 Best Products Award

(BOSTON, MA) - October 1, 2009 - Swinxs, the new family-friendly games console is the new recipient of three awards, the Gold Award from the National Parenting Publications Awards (NAPPA), as well as the 10 Best Audio Products Award and 100 Best Products Award from Dr. Toy. Since its recent launch into the U.S. in August 2009, Swinxs is honored to have quickly garnered industry recognition for its portable screen-free console, using innovative technology to add a fresh twist to traditional play.

“We are pleased to have received such quick industry attention, having just launched Swinxs here less than two months ago. The excitement we’ve seen to date is great testament to Swinxs’ ability to win over children, parents and educators that have tested our interactive toy. It is encouraging that our aim to engage kids in physical, creative and educational play using family-friendly technology resonates well with the market,” states Arnout Asjes, founder of Swinxs.

Swinxs has received NAPPA’s highest honor, the Gold Award. For nineteen years, NAPPA’s team of independent expert judges and family testers, which includes parents and kids, select, according to NAPPA, “the most entertaining, appealing, safe, educational, age-appropriate and enduring products” as Gold and Honors winners. NAPPA signifies that each winning product has been rigorously evaluated against stringent criteria and that it stands out among hundreds of other products from around the world.

In addition, Dr. Toy’s 10 Best Audio Products Award and Dr. Toy’s 100 Best Products Award are two outstanding accolades to be added to Swinxs’ credentials. Dr. Toy, Stevanne Auerbach, PhD, remains one of the world’s leading experts on play, toys and products and has been awarding children’s products her seals of approval for over twenty-five years. According to Dr. Toy, award winners have proven themselves over other products in quality and excellence, providing both lasting value and lasting learning.

About Swinxs

Swinxs is a new genre of family-friendly games console that is kid approved and parent endorsed. The screen-free technology adds a fresh twist to traditional play encouraging social interaction, creativity and physical game play suitable for in-and-outdoor settings. Swinxs is the innovation of Dutch company, Swinxs BV, founded in Amsterdam in 2007 and created by Arnout Asjes and Eduard Zanen, founder of Bugaboo. Swinxs launched in Europe in Fall 2008 and opened their US office in Boston, in Summer 2009.

For more information please visit, www.swinxs.com.

Media Contact:

Jill Tsugawa
Chocolate Communications
(415) 989-9803
jillt@chocolatecom.com