



## Swinxs Wins Creative Child Magazine's Game of the Year Award

**Swinxs game console has been presented with the 2009 Game of the Year Award in the Electronic Toy category by Creative Child Magazine\*<sup>1</sup>**

(AMSTERDAM, NL and BOSTON, MA) - June 24, 2009 - On the eve of its official U.S.A. launch the new Swinxs game console has received the coveted title of "Game of the Year" from the highly respected national parenting magazine, Creative Child.

*"Swinxs is a new type of family-friendly game console that challenges today's perceptions of a traditional console. Our major point of difference is that Swinxs delivers screen-free interactive play. This makes it all the more exciting that the reviewers have so quickly embraced and applauded our unique approach,"* comments Arnout Asjes, founder. *"The console plays games - from a free ever expanding library of downloads accessed from the Swinxs website - talks, listens, and even referees, keeping kids entertained for hours."*

For years, Creative Child Magazine has provided parents with an exceptional resource for finding both educational and fun toys for their children. Creative Child Magazine's Awards Program is unique in that more than 100 mothers and early youth educators review all entries. The reviewers who fill out evaluation forms at each toy station critique hundreds of toys, dolls, games, etc., on their positive value for children. Creative Child Magazine's staff collects the forms and tallies up the score at the end.

Kid approved, parent endorsed and now award winning! Swinxs will be available exclusively via Amazon.com from August 2009. For more information please visit [www.swinxs.com](http://www.swinxs.com)

### **About Swinxs, Inc.**

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. For more information visit, [www.swinxs.com](http://www.swinxs.com)

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<sup>1</sup> *Creative Child Magazine is a national bi-monthly publication that provides parents with the latest information on how to nurture their child's creativity. With departments such as Kids at Play, Health and Safety, Discovering Creativity, Nurturing Talent and Tomorrow's Child, the magazine is a complete parenting publication for raising well-balanced children.*