



## **Swinxs is Honored to Win The National Parenting Center's 2009 Seal of Approval**

(BOSTON, MA) – August 20, 2009 – **Swinxs**, the new interactive, screen-free games console for kids, has been awarded the 2009 Seal of Approval from **The National Parenting Center**, just as Swinxs celebrates its launch into the U.S. market.

“We are incredibly pleased that the National Parenting Center testing team has recognized the importance of providing children with innovative toys that encourage interactive play, learning, discovery and exercise,” comments Arnout Asjes, founder. “Swinxs is excited to find that the combination of new technology and traditional games is peaking the interest of both industry and families alike.”

The National Parenting Center each year identifies top products and services for parent and child audiences and remains among the world's most respected authorities in the fields of child rearing and development. The Seal of Approval award is run by an independent testing panel consisting of parents, children and educators. Award recipients are determined using a multi-step testing process conducted over an eight week period in which panelists have the opportunity to trial and judge the submitted products, rating each on desirability, sturdiness, interactive stimulation and other ingredients essential in the make-up of a quality product.

Just launched into the U.S. market, Swinxs is now available exclusively via **Amazon.com**. For more information please visit **[www.swinxs.com](http://www.swinxs.com)**.

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

Swinxs is a new 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.