



New Family Games Console Sweeps Up Top Toy Awards

Swinxs garners industry attention by encouraging kids to play, learn, discover and exercise

(AMSTERDAM, NL and BOSTON, MA) - October 14, 2009 - Swinx, Inc. (www.swinx.com), innovators of the new interactive, screen-free games console for kids, has received widespread toy industry endorsement. Within two months into its U.S. launch, the new family-friendly games pod has received five coveted awards: 1) The 2009 Game of the Year Award in the Electronic Toy category by Creative Child Magazine 2) The National Parenting Center's 2009 Seal of Approval 3) The Gold Award by the National Parenting Publications Awards 4) The 10 Best Audio Award by Dr. Toy and 5) The 100 Best Children's Products Award by Dr. Toy.

Swinxs was developed to engage children in physical, creative and educational play. The new console is designed for ages four and above, talks and explains games, recognizes players and even referees. Using colorful wristbands players communicate with the console. Swinx encourages fun both indoors and outside and comes ready to play with access to a free, constantly-expanding library of downloadable games accessed from the Swinx website.

The National Parenting Center, in its review of Swinx, states "Swinxs is a gaming console, but we guarantee it is unlike any console you have ever seen or played with. Swinx is your electronic game host and kids absolutely loved the hours of fun they had with their new virtual pal."

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.

"Swinxs was created to combine classic games with screen-free, family-friendly technology. We are excited that the industry has so quickly embraced and applauded this unique approach to a family-friendly, interactive games console," comments Arnout Asjes, Swinx founder.

Currently available in eleven countries and in six different languages, the Swinx console was first released in April 2008 in the Netherlands. Swinx was created by Jop Esmeijer, Govert de Vries, Arnout Asjes and Eduard Zanen, founder of Bugaboo, and designed by acclaimed artist Khodi Feiz, best known for Nokia mobile phones. Swinx is available in the U.S. on Amazon.com priced at \$150.

Media Contact:

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

