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Cognitive Kid Takes Game App Based Learning to a New Level with Ansel & Clair: Little Green Island

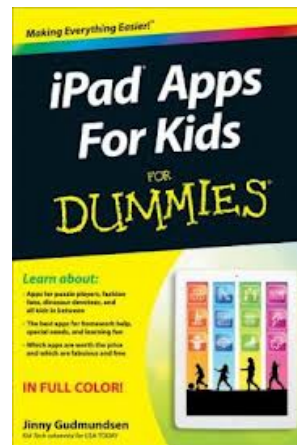
Hillsborough, CA, 25 Jul 2013

Over the past two years, Cognitive Kid has launched five critically acclaimed, award-winning apps: Below are some highlights:

- 18 national awards including the American Library Association Best Apps for Teaching & Learning, 3 Parent's Choice Awards, 3 Dr. Toy Awards, 2 NAPPA and more
- Numerous iTunes features including Main Banner, Education Collections, Apps for Every Grade, #1 Staff Favorites, New and Noteworthy and more
- Installed on iPads in Apple retail stores
- Rave reviews from national newspapers, bloggers, app review sites and users



Africa App Installed as Demo in Apple Store



Ansel & Clair Featured in New Book

Its latest production, *Ansel & Clair: Little Green Island* combines gaming and learning like never before. The app is already receiving rave reviews, including the review below from *Teachers With Apps* (www.teacherswithapps.com):

"Little Green Island is the epitome of the much touted gamification approach for educational purposes with a strong focus on the necessity to take better care of our precious Earth. Games with a purpose inspire children to involve themselves wholeheartedly and they become vested in the outcome. Cognitive Kid's LGI has set up a total educational curriculum and formatted it into a game that doesn't

run all too different than the most popular video games. We were lucky enough to get in early on with the beta testing of Little Green Island and had such an amazing experience with this brilliant app that our students didn't want the school year to end!"

STIMULATE YOUR CREATIVE INSTINCTS:

Plant trees and decorate your island. Choose from over 50 trees to with wind spinners, totem pole, chimes, ponds, caves, sculptures and more.



Start With Dry Barren Island ...



... Make Your Own Utopia

PLAY 18 UNIQUE GAME LEVELS:

Each level combines fun, creativity & problem solving: Fix environment challenges and complete missions to unlock rewards: Clear trash, plant trees, and water, move, sell trees, catch the coal plants dumping pollutants, clean and free birds stuck in oil, earn GreenBucks to buy your rewards (**no** in-app purchases).



Complete Missions



Unlock Rewards

FIX OR MITIGATE POLLUTION EVENTS:

Clear trash, plant trees, reduce your carbon footprint by switching to solar, put out a forest fire, replace chemical pesticides with good bugs, buy a skimmer to clean up an oil spill, add a scrubber to the coal plant to stop acid rain, add a bike path and public transportation to reduce vehicle pollution, sign a 3-island treaty committing to reduce the ozone hole and more.



Oil Tanker Capsizes Spilling Oil



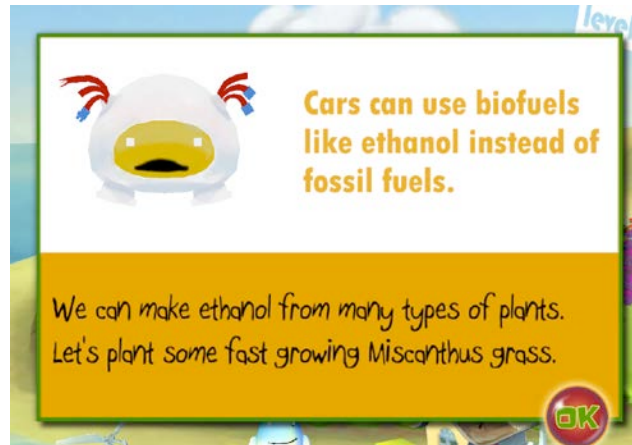
Clean Birds Affected by Oil Spill

TAKE PROACTIVE ACTION:

Green Island goes Green with the addition of Solar Panels in Level 8, Help Folksville embrace public transportation and add a bike path in Folksville in Level 13. Plant fast growing miscanthus grass, which can be made into Ethanol in Level 14 a wind farm in Level 18 and more.



More Bikes and Busses



Plant Fast Growing Miscanthus

LEARN BY EXPERIENCING CAUSE AND EFFECT:

How changes around your island result in an increase in pollution, forest fire, oil spill, etc. While users are creating their green utopia, the islands around them change as the game levels progress. A neighborhood, town and a busy city replace the farm and a pollution-filled

industrial town replaces the burnt-down forest, causing a host of pollution events over the course of the game.



Peaceful Forest Can Morph Into ...



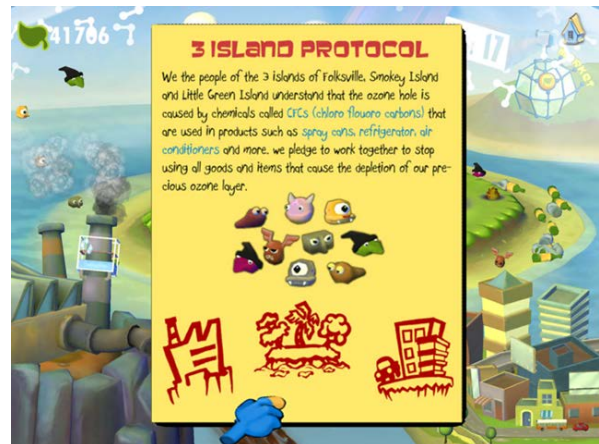
... Pollution Ridden Industrial Island

MAKE REAL WORLD CONNECTIONS:

By juxtaposing the user created and nurtured Green Island against a pollution-filled industrial town called Smokey Island, and a residential town called Folksville, kids see a direct causal relationship between changes in the environment and the pollutants its creates. And learn the ultimate lesson: Kids realize that they can take wonderful care of their own little space-school-city-country, but actions of others affect them as much as their own.



*Ansel has a Bad Sunburn from UV Rays
Because of Ozone Hole*



*Sign the 3-Island Protocol
(Montreal Protocol, anyone??)*

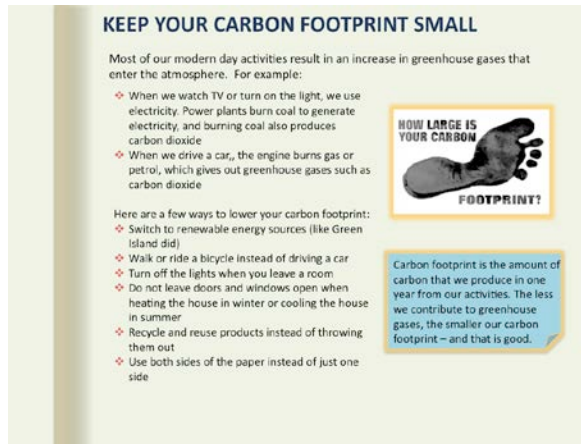
HAVE FUN WHILE YOU LEARN:

Along the way, have fun cleaning the birds affected by the oil spill in a mini game. In addition, nine catchy little songs on pollutants such as methane, carbon dioxide, pesticides not only entertain but also teach. The app seamlessly blends learning, gaming and just plain old fun! And

as with all Ansel & Clair apps, there's deeper dive "Clairvision", which is fully supported by text and audio. Learn about the Exxon-Valdez oil spill, how scientists discovered Acid Rain, the impact of trash, cows and methane, do pesticides harm or help, fossil fuels, biomass and renewable energy and much more.



Fun Songs on Pollution



Learn More Through Clairvision

SCIENTIFIC DISCLAIMER

Cognitive Kid developed the content for Little Green Island by researching numerous books, articles and scientific journals and has relied on data and images from a variety of organizations such as the Environmental Protection Agency (EPA), National Aeronautics and Space Administration (NASA), U.S. Geological Survey (USGS). Cognitive Kid has given credit where external copyright-free data and images have been used.

Although Cognitive Kid has relied extensively on others for information, all views expressed in Little Green Island are our own. Our use or mention of other organizations does not constitute their endorsement of Cognitive Kid or Little Green Island. Little Green Island has been created solely for the purpose of educating children about the environment and pollution and Cognitive Kid has received no external funding or help from any external organizations in creating Little Green Island.

In our research, Cognitive Kid found significant differences in the information and facts. In situations of conflict, we relied on more scientific, more reliable and more recent sources of information. While Cognitive Kid has spent significant effort verifying the facts, it is possible that some factual errors have crept into the app. We apologize for these mistakes. If you do find something that is not accurate, please let us know at science@cognitivekid.com. We will update the app to fix these inaccuracies.

ABOUT COGNITIVE KID

Cognitive Kid creates engaging, immersive, and interactive educational applications for touch screen devices. The company was founded in 2010 by two parents passionate about preparing children to be successful and competitive in the 21st century. They assembled a stellar team of experienced artists, animators, music composers, game designers and programmers. The company's products combine thought-provoking educational content with engaging gameplay and thrilling interactions that keep children engaged and entertained.

Ansel & Clair: Little Green Island is available through iTunes and compatible with all iPads. Visit www.anselandclair.com for additional information.