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FOR IMMEDIATE RELEASE

DISCOVERY TOYS...

Averts crisis for children to think, learn, and compete today!

Livermore, CA, August 30, 2010 -

One esteemed California company is on a mission to save what they believe is quickly becoming an endangered species – children who can think for themselves!

According to Discovery Toys, LLC, a 32 year old direct sales educational toy company, we are faced with a growing crisis in our children's ability to THINK and LEARN today. The U.S. high school graduation rate ranks near the BOTTOM of developed nations.¹ On virtually every international assessment of academic proficiency, American secondary school students' performance varies from mediocre to poor.¹

The impact is being felt in the economic sector, as concerns continue to mount about global competition. Discovery Toys believes it can help reverse this alarming trend with a renewed focus on how children LEARN through PLAY and how PARENTS can make a difference in reversing this trend.

"Many children today are no longer in charge of their own learning, nor developing their brains for higher learning as they grow," states Jeremy Hobbs, Chairman of Discovery Toys, LLC. During the highly critical developmental years, a typical child spends a considerable amount of time in front of a television, a computer and playing with video games. While children find these products engaging and fun, the experience they have is guided and controlled, for the most part, by adults who program them! In addition, parents are trained to believe that more structured activities, such as sports, are an ideal way to raise their children. "We are not proposing that parents dispose of their electronic toys or pull their children out of sports," says Mr. Hobbs. "What we want parents to realize is that unlike the play we experienced as kids, which was driven by our own youthful imaginations in the backyard or on the playground, much of today's play has evolved into adult-directed play."

Discovery Toys believes learning through play is the way to change this and save our kids. DT offers hands-on, child-powered learning toys, books and games, including such signature classics as Measure Up!® Cups, Busy Bugs, and Marbleworks®, that allow the child's brain to be in charge of the play experience. Dr. Jane Healy, Ph.D. and other prominent child psychologists advise that object play is critical for future learning success. With 3-D objects, a child develops a plan for how to use the objects and then executes the plan, developing ideation, creativity, problem-solving and a host of other thinking skills. A child playing with Marbleworks® discovers how the various components fit and function together, dreams up a new tower configuration, and proceeds to build the tower through experimentation and coordination. Kinesthetic, or hands-on play, gives control to the child, who can learn at his or her own pace—thinking, strategizing, and creating on their own, to develop a stronger foundation for future academic success.

"Discovery Toys has a mission to teach, play and inspire children and parents alike," shares Meryl Holland, Chief Creative Officer. The company's several thousand independent distributors across the U.S. and Canada offer toys that invite and encourage parents to participate as coaches and guides, but ultimately to encourage the child to take charge of their play. Discovery Toys products are developed for open ended play where children are encouraged to try different things, arrange different shapes, create patterns, share, play games and, ultimately, learn.

"While an array of experts across North America try to address the performance of our young students with standardized testing, more technology, more homework, and more structure," says Ms. Holland, "Discovery Toys believes a key part of the solution lies in hands-on play, delivered with rich Layers of Learning and parent participation. We need to re-educate parents that child-powered toys, which no one does better than

Discovery Toys, is the key to future learning success.” With the minds of our youngest generation at stake, it’s certainly worth a try.

To learn more about Discovery Toys and its line of child-powered learning toys please contact Jim Garber at our corporate headquarters, 925-292-3813 or 925-606-2600, or jgarber@discoverytoys.net.

¹ Alliance for Excellent Education, 2008 Fact Sheet, How Does the United States Stack Up?

About Discovery Toys

Discovery Toys, LLC is the leading direct seller of educational toys, books, and games for children, personalizing the toy purchase experience through a network of several thousand Educational Consultants in the U.S. and Canada. Since 1978, Discovery Toys has been the choice of the many people who care for children – parents, teachers, specialists, and caregivers – people who understand the role toys play in supporting a child’s physical, intellectual, emotional, and social growth. The company’s core mission is to **teach** and **inspire** children to learn through **play** everyday. Discovery Toys, LLC, located at 7364 Marathon Drive, Suite A, Livermore, California 94550, is a subsidiary of Draupnir, LLC. Local Educational Consultants can be found by calling 800-341-TOYS (8697) or visiting discoverytoys.com.

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