



For Immediate Release

**NEW ADVENTURE GAME TEACHES
ECO-CURIOUS KIDS ABOUT ENDANGERED ANIMALS**
Third Xeko Collection Journeys to Exotic Island Locale in “Mission: Indonesia”

Seattle, WA – (August 4, 2007) – How do responsible parents teach their kids about important issues in a way that engages them? They play Xeko, an award-winning, eco-adventure trading card game designed to teach kids about endangered species and the world’s conservation “hotspots.”

Mission: Indonesia is the newest edition of Xeko, a wild, adventurous collectible card game that combines exotic animals from both land and sea in the South Pacific. Using stunningly illustrated cards starring endangered species like the Asiatic elephant and the Sumatran flying squirrel, children match wits in exciting situations that mimic real-life dramas in nature.



Invented by Amy Tucker as a way to bring awareness to the planet’s most endangered habitats and help stem global warming, 4% of Xeko net sales are donated to Conservation International (CI) a non-profit organization whose work inspired the game. Xeko celebrates the diversity of life on Earth and helps connect kids with nature. Each collection of the Xeko game features one of the planet’s most species-rich places—known as biodiversity hotspots—and raises the level of awareness about each hotspot’s plight. Xeko seeks to enlist the next generation of eco-leaders and inspires them to use their imaginations, inherent fascination with wildlife, and creativity to protect these and other biological treasures.

Instead of monsters and fantasy, Xeko takes its cues from nature and science, casting actual animal species as the heroes and basing game play on ecosystem relationships. Xeko stimulates kids’ interest in math, science, and nature by combining two things they love: trading card games and animals. Like other popular trading card games, Xeko involves collecting trading cards to create a custom library and uses the cards to match wits against opponents in exciting game play. In keeping with the game’s eco-mission, Xeko cards and packaging are made with recycled materials and soy-based inks.

While Indonesia is the locale of the most recent Xeko adventure, Madagascar and Costa Rica are the settings for the first two game collections. Each game collection is not only incredibly fun; it unlocks exciting and interesting mysteries about a different habitat with every new release. The *Mission: Indonesia* starter set (suggested retail price: \$29.99) and booster pack (suggested retail price: \$3.99) will arrive on store shelves at toy stores and specialty retailers such as Whole Foods Markets in early September, 2007.

The Xekopedia, an online treasure trove of info about the plants and animals featured in the game, is popular with visitors to the Xeko.com website.



In addition to the introduction of the newest card game, the creators of Xeko are unveiling Xeko **Eco-Pals**, a collectible plush line based on the world's endangered species. The first Eco-Pal is "Hairy," the hairy-eared dwarf lemur (*Allocebus trichotis*) from Madagascar. Based on one of the cutest and most endangered lemurs on Earth—and one of the most popular Xeko characters—Hairy is a 5-inch plush with an 8-inch tail. Hairy is soft, cuddly, and Earth-friendly because he's made from SOYSILK®, an organic, cutting-edge fiber made from the waste produced during the manufacturing of tofu (suggested retail price: \$16.99).

Xeko has received several prestigious awards for its eco-adventure game collections, most notably **The Toy Man™ Seal of Approval, Award of Excellence and Editors Choice Award**, and the **Mr. Dad Seal of Approval**. Xeko was also named the **2007 Game of the Year** by *Creative Child Magazine*, and recently received a **Parents' Choice Foundation Recommended Award** as well as an **iParenting Media Award**. Previous editions of the Xeko game also received the **National Parenting Center's Seal of Approval**. . While younger children can play and enjoy the game, Xeko is best suited for kids ages 8 years and up.

For more information on how to play or where to buy Xeko, visit www.xeko.com or email questions to info@xeko.com

About Matter Group, LLC – By creating children's toys and games that turn kids into eco-adventurers, Matter Group, the maker of Xeko, hopes that kids will have fun while being inspired to preserve and protect our planet. The Seattle-based company launched the Xeko game on Earth Day in 2006 and is currently working on projects to extend the Xeko entertainment property into television, film, and merchandise.

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