

PRESS RELEASE

Effective Learning through Fun Playing

Popular European children educational product makes its way to the U.S.

Setauket, New York - July 1, 2006 - Beyond123 LLC today announced the release of LUK Learning System – an educational product series for children intellectual development. LUK Learning System, being translated into 16 languages in 50 countries, is one of the most popular educational products recommended by educators and parents throughout Europe and around the world. Through strategic partnership with Westermann Lernspielverlag GmbH, one of the largest educational publishers in Germany, Beyond123 has now made LUK available for the U.S. market.

LUK Learning System consists of a set of puzzle-like tiles and workbooks. While having fun, children learn through playing by completing sets of well designed exercises using its matching controller units. Its comprehensive contents cover memorization, concentration, visual perception, logical thinking, linguistic skills and mathematical skills. Children's fine motor skills and eye-hand coordination are also enhanced greatly through playing with LUK.

There are two LUK products available from Beyond123: **bambinoLUK** for age 3 to 5, and **miniLUK** for age 5 to 7. The design of bambinoLUK has 6 picture-tiles controller for younger children while miniLUK features 12 number-tiles. This initial release contains 10 workbooks for each product category. Additional workbook titles will be released subsequently.

With its well-structured contents and innovative classic design, LUK stands out by providing an effective learning model for children, which is irreplaceable by electronic gadgets or video games in today's digital age.

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About Beyond123

Beyond123 LLC is a company specialized on developing and publishing the best children's educational products for parents and educators around the world. The company believes that for children playing and learning go hand in hand. Combining high quality materials with effective learning approach are critical for educational success.

For more information, please visit <http://www.beyond123.com>.

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