

PRESS RELEASE

Children's Intellectual Development Achieved at a Higher Thinking Level

New release of bambinoLUK and miniLUK workbooks provides more challenging contents

Setauket, New York - June 25, 2007 - Beyond123 LLC today announced the release of new LUK Learning System workbooks: bambinoLUK Brain Training Early Bloomer Collection Set 3 for age 3 to 5 and miniLUK Brain Training Young Explorer Collection Set 3 for age 5 to 7.

After introduced LUK Learning System to the U.S. market last summer, Beyond123 LLC now releases additional 5-workbook set in each age group for the award-winning products – bambinoLUK for ages 3 to 5 and miniLUK for ages 5 to 7. Using the same universal controller, these collection sets include extended exercises for more advanced level and covers various intellectual growth areas via fun playing. These workbooks provide high-level challenging exercises to further complete children's intellectual development in the areas of memorization, concentration, visual perception, logical thinking, linguistic skills, and mathematical skills.

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 various areas in children's intellectual development. Children's fine motor skills and eye-hand coordination are also enhanced greatly through playing with LUK. LUK learning system has been 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.

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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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