

## **The Critical Thinking Co.™ Partners with ExtendLogic to Publish iPhone Educational Games**

**Seaside, California & North Bend, Oregon (February 24, 2009)** – The Critical Thinking Co.™ (TCTC) — leading gifted and home educational publisher and winner of 12 awards for excellence in education, technology, and parenting in 2008- proudly announces a new strategic effort developing educational games for the Apple iPhone. ExtendLogic (EL), a Silicon Valley-based IT solutions provider, has teamed up with The Critical Thinking Co.™ to produce TCTC's popular educational PC games as iPhone games.

New data from ComScore shows that 32.4% of iPhone owners have downloaded at least one game. This is compared with only 3.8% for the average cell phone owner. This sparked some fresh analysis of the booming iPhone (and iPod touch) game market. Video games for the iPhone have the five top-selling apps in the Apple App Store, and seven of the top 10 places. Embracing the trend, ExtendLogic and The Critical Thinking Co. are ready to step into the iPhone game space.

Nile Dupstadt, the vice president of The Critical Thinking Co.™ said, "This strategic partnership was an easy decision. The mobile touch market has experienced rapid growth and the medium offers incredible possibilities for delivering effective and highly engaging educational content everywhere. The majority of our sales are generated from PC games and books, but we envision the cutting edge technology becoming more of a mainstay in the delivery of dynamic educational experiences at home and in the classroom."

"These next few months will be exciting for EL and TCTC. The two companies have been working together on Web, network, PC, and mobile games for almost 4 years. This new effort extends from EL's strong iPhone development experiences, online poker game experiences, and our combined educational game experiences. This will make a strong presence in iPhone's educational game market for both EL and TCTC," said David Cao, CEO of ExtendLogic, "Meanwhile, EL also plans to port its casual games to iPhone and Android".

The director of ExtendLogic Game Division, Sean, said, "This data shows the increasing importance and maturity of the iPhone game market. The open platform seems to be encouraging us to jump on board, creating intriguing and more sophisticated games to satisfy all your gaming needs."

The goal of the new endeavor is to build a new sales channel and further brand TCTC as an innovative and premium educational vendor. As the iPhone and other mobile game platforms become more and more popular, TCTC will be ready to deliver enriching learning experiences in whatever format its customers desire.

###

Nile Dupstadt - V.P. of Sales & Marketing  
800-458-4849 x 109  
niled@criticalthinking.com

Tim Sitar - Product and Assessment Specialist  
800-458-4849 x 111  
tims@criticalthinking.com

WEBSITE: [www.criticalthinking.com](http://www.criticalthinking.com)  
EMAIL: [info@CriticalThinking.com](mailto:info@CriticalThinking.com)

PHONE: 800-458-4849

Corporate Offices:

1069 Broadway Ave., Seaside, CA 93955

1997 Sherman Ave., North Bend, OR 97459

### **About The Critical Thinking Co.**

Since 1958, The Critical Thinking Co. has been a recognized leader in teaching critical thinking skills. The company offers fun, easy-to-use products that develop a wide range of thinking skills and improve standards-based learning in reading, writing, math, science, and history. The company's award-winning books and software empower students with the problem-solving skills needed for success in school and in life. The Critical Thinking Co. is recommended by Mensa, *Learning Magazine*, *The Well Trained Mind*, Dr. Toy, *Creative Child Magazine*, and is used by Sylvan Learning Centers, Club Z In-Home Tutoring, leading U.S. public schools, and gifted and talented programs in 57 countries throughout the world. The Critical Thinking Company guarantees better grades and higher test scores, or your money back.

### **About ExtendLogic**

Silicon Valley-based ExtendLogic is the leading provider of IT solutions that leverages the technical talent pool in the emerging outsourcing centers in China's second-tier cities in conjunction with Silicon Valley management to provide exceptional value in a timely manner with high quality. With headquarters in Cupertino, branch offices in Atlanta and Singapore, and delivery centers in the China cities of Xi'an and Chongqing, EL specializes in clients ranging from start-ups to SMB entities in North America, Europe, and Asia-Pacific. Having been a pioneer since 2005, the company is rapidly expanding its core R&D centers and has built strong partnerships and outsourcing alliances with top IT service providers around the world.

The Critical Thinking Co.™ are trademarked or registered trademarks of The Critical Thinking Co. Copyright © 2009 The Critical Thinking Co. All Rights Reserved.