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CHECKMATE!

Mindscape Entertainment ships new Chessmaster® title for handheld enthusiasts

NOVATO, Calif. (June 28, 1999) – The Mindscape Entertainment unit of Mattel, Inc. today shipped its newest addition to the Chessmaster line to retail stores nationwide. Chessmaster for the Nintendo Game Boy® Color System ships at \$29.99.

“There’s been a huge increase in chess’ popularity among kids,” says Mindscape producer Stan Biesiadecki. “With the extension of Chessmaster to the Game Boy Color, portable gamers no longer need a PC to enjoy this classic game of tactics and strategy. Now, you can play Chessmaster any time and anywhere.”

Chessmaster is the perfect chess companion for all age groups and skill levels. Beginners are patiently guided through the game, while expert players can challenge themselves by matching wits with one of the most cunning opponents available in a handheld game.

Chessmaster for the Nintendo Game Boy Color System includes 13 difficulty levels to challenge Beginners, Intermediates and Grandmasters, and is also compatible with the original Game Boy System. You can play against an opponent on one Game Boy unit, or on two units via link cable. A teaching mode helps beginners learn the fundamentals of chess, while Timed Chess, Blindfold Games and an Opening Book Library offer more depth to intermediate and advanced players. Added “practice” features include a Takeback/Replay option that allows review of past moves, and the ability to set up pieces in any position to play, analyze and solve chess problems.

This is the first of three Chessmaster titles available from Mindscape Entertainment this year. Chessmaster® II ships this summer for the Sony PlayStation game console and Chessmaster 7000 for the PC CD-ROM ships in the fall.

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About Mindscape Entertainment

The Mindscape Entertainment unit of Mattel, Inc. publishes a variety of entertainment software products under the SSI, Red Orb, and Mindscape Entertainment brands, including *Myst*, *Chessmaster*, *Prince of Persia 3D*, *Panzer General II*, and *Creatures 2*.

About The Learning Company

The Learning Company, a division of Mattel, Inc. (NYSE: MAT), develops and publishes some of the best-known consumer software for the entire family, including *Reader Rabbit*, *ClueFinders*, *Arthur*, *Little Bear*, *Sesame Street*, *Dr. Seuss*, *Madeline*, *The Oregon Trail*, *Kid Pix*, *Carmen Sandiego*, *Learn to Speak* and *The Princeton Review*. The Learning Company products are distributed and sold

worldwide through multiple distribution channels such as retail stores, school sales, online, direct marketing and OEM. Please visit the corporate Web site at www.learningco.com.