



Home of uKloo Early Reader Treasure Hunt Game

10 Glenmount Park Road  
Toronto, ON, Canada  
M4E 2M9  
T 416.407.2562  
F 416.691.0859  
[www.ukloo.com](http://www.ukloo.com)

## ***PRESS RELEASE***

### **FOR IMMEDIATE RELEASE**

**Media Contact: Greg Walsh, Walsh Public Relations**  
303 Linwood Avenue, Fairfield, CT 06824  
T: (203) 292-6280; F: (203) 292-6342; E-Mail: [greg@walshpr.com](mailto:greg@walshpr.com)

## ***uKloo Expands to Southeast Asia, Middle East and South Africa***

Toronto, ON – (September xx, 2013) - uKloo Kids, Inc. is pleased to announce it has licensed its multi award-winning children's literacy game to Frank Educational Aids Pvt Ltd. of India. Frank will manufacture and distribute *uKloo Early Reader Treasure Hunt Game* in India, Singapore, Philippines, Hong Kong, South Africa, Lebanon, Qatar, Kuwait and Sri Lanka.

"I am so excited to see that, through this arrangement with Frank, parents and children in all these amazing countries will soon be playing uKloo and having lots of fun while they learn to read English," said Doreen Dotto, president of uKloo Kids Inc. and the mother who invented the game for her son who was a reluctant reader.

*uKloo Early Reader Treasure Hunt Game* (MSRP \$15.95) is a fun seek-and-find literacy game for children ages four and up. Developed with the help of educational advisors, kids and parents, uKloo gets kids physically active as they learn to read and follow clues in search of a hidden surprise. The kids are so engaged they begin to read without even realizing it. uKloo is great for beginner and reluctant readers, ADHD and most autistic kids within the spectrum.

Within its first year of production in 2011, *uKloo Early Reader Treasure Hunt Game* earned eight toy industry awards, including a Best Bet from the Canadian Toy Testing Council.

Frank Educational Aids is known for providing new and innovative learning products with an element of fun for children. The company's international network will help bring uKloo to a wider audience.

With this announcement, uKloo Early Reader Treasure Hunt Game is now distributed in 15 countries around the world, including Canada, the United States, Australia, New Zealand, Brunei and Puerto Rico.

uKloo was invented by Dotto, a mom with two boys who avoided reading homework at all costs. Developed with the help of educational advisors, kids and parents, uKloo gets kids physically active as they learn to read and follow clues in search of a hidden surprise. The kids are so engaged they begin to read without even realizing it. uKloo has been embraced as a useful tool for beginner and reluctant readers, ADHD and most children with autism spectrum disorder.

### **About uKloo Kids, Inc.**

uKloo Kids, Inc. is a children's literacy game developer based in Toronto, Canada. Founded in 2010 by Doreen Dotto, the firm's first product, uKloo Early Reader Treasure Hunt Game earned eight prestigious awards and is now sold in 15 countries. This year, uKloo Kids will launch two new products: the uKloo Early Reader Treasure Hunt App and uKloo Riddle Edition Treasure Hunt Game for ages 7 and up. For further information, visit the company website at <http://ukloo.com/> and to interact with the company directly, see our social links on [Facebook](#), [Twitter](#) and [Pinterest](#)

### **For domestic and international sales information, contact:**

Doreen Dotto, uKloo Kids, Inc. 416-407-2562; [sayhello@ukloo.com](mailto:sayhello@ukloo.com); [www.ukloo.com](http://www.ukloo.com)