



Home of uKloo Early Reader Treasure Hunt Game

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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**uKloo Partners with Smiley Guy Studios for App to Help Kids Learn to Read
- Fun and Free New App Earns 2 Top Honors -**

Toronto, ON – (December xx, 2013) - uKloo Kids, Inc., creator of the international award-winning children’s literacy game uKloo Early Reader Treasure Hunt, and multi-award-winning digital production company, Smiley Guy Studios, are proud to announce their collaboration on the [uKloo Early Reader Treasure Hunt App](#), now available on the [iTunes App Store](#).

The fun, new, FREE App (available for iPhone and iPad) is a seek-and-find digital literacy game for children ages four and up. It encourages kids to look up word clues, search the play screen, expand their vocabulary and discover surprises along the way. The new App has been so well received that it has already earned [PAL \(Play on Words\) Award](#) and the [AblePlay Award](#) from the [National Lekotek Center](#) for its excellence in speech and language learning, and helping children with special needs.

"I'm excited about how the real world game play of uKloo Early Reader Treasure Hunt has been extended seamlessly into a mobile experience for kids. Smiley Guy Studios has provided animated surprises throughout the game that will keep kids engaged and we've been able to make it a fun experience for kids as they develop their reading ability as they play along," said Doreen Dotto, president of uKloo Kids, Inc. and inventor of uKloo Early Reader Treasure Hunt.

"It's been rewarding to work on a fun project that supports children's literacy," said Jonas Diamond, Executive Producer at Smiley Guy Studios. "We enjoyed helping translate the award-winning uKloo into the digital world, and we are excited about developing and adding more play screens to the uKloo experience."

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 (\$15.95 for ages 4 and up) earned nine prestigious international awards and is now sold in 16 countries. Now, the company expands to add the uKloo App and will launch the all-new uKloo Riddle Edition Treasure Hunt Game (for ages 7 and up) in 2014. 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](#)

About Smiley Guy Studios

Smiley Guy Studios (SGS) is an award-winning full-service production company with expertise in animation, design, writing, sound, music, and interactive media. Founded in 1998 by graduates of Norman Jewison’s Film Centre, SGS has since grown in size and capability, with expertise in vector-based animation, computer-generated imagery and multi-platform production. It produces its own original content while also collaborating with clients on a variety of animated TV, film and new media projects.

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