



NoodleWorks Interactive Launches Noodle Words - A Children's Word Toy for iPad®

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SF Bay Area, California - Award-winning children's software designer, Mark Schlichting, has once again created a wonderful and lively interactive product for children. *Noodle Words*, a highly animated learning app for iPad, is now available on the App StoreSM.

Noodle Words is a word toy for kids ages 4-7, an innovative new concept for introducing words and their meanings through engaging interaction. "At NoodleWorks, we believe learning is fun, which is why we offer alternative opportunities for kids to learn through the joy of play", said Mark Schlichting. "It is our goal to create a new category of interactive educational media that deserve to be called Toys."

Noodle Words includes 18 action words (verbs) that convey their meanings through lively movement and sound. The Noodle Bugs further reinforce word comprehension as they enthusiastically act out each word's meaning with their silly and spirited antics. Young readers can interact with the words or the cute bugs using the iPad's touch screen. They literally play with the words to make SPIN spin and JUMP jump.

With over 100 lively and humorous bug and word animations, *Noodle Words* is bound to make any child want to play and explore inside the App. It is this deep engagement that will allow them to learn new words and their meanings effortlessly.

☆☆ "I think Noodle Words is a new classic; a breakthrough like Dr. Seuss's books, but in a sillier than ever, touchable medium." -- Ann H. McCormick, PhD, Founder, The Learning Company

☆☆ "It's refreshing to see a word app that introduces reading by encouraging children to play with words. There is a time and a place for letter sounds and blends, but in this app your child will connect word meanings with words, having a grand time in the process. I love this as an educator, but also as a parent of young children." -- Barbara Chamberlin, PhD, Director, NMSU Learning Games Labs

Noodle Words sets a new standard for interactivity, fully utilizing the abilities of the iOS. To help bring this vision to life, they partnered with KwiqApps Inc, an independent programming firm.

Availability and Pricing:

* *Noodle Words - Active Word Game Set 1* is available on the App Store for only \$2.99 USD in the Education category.

Device Requirements:

- * Compatible with all iPads
- * Required iOS 3.2 or later (iOS 4.0 Tested)
- * 91.4 MB

About NoodleWorks Interactive:

NoodleWorks, founded in 2000 by Mark Schlichting, is an innovative digital design company specializing in children's interactive media. They are dedicated to making a difference in the lives of children everywhere.

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